

DOWNTOWN KINGSTON BIA  
**BOARD OF MANAGEMENT MEETING**

BOARD MEETING DATE:

# EXECUTIVE DIRECTOR REPORT

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## BOARD

The Adhoc Recruitment Committee has begun working on a strategy for the upcoming recruitment of board members. Refer to minutes from the first meeting in your board package.

## TEAM/OFFICE

The office is ramping up for a very full events season. We have 3 full-time student street crew, 4 HBH Street Crew, and 1 Marketing Student in addition to our full-time staff so there is a lot of activity at the moment. This past month was focused on 2 unplanned events – The Downtown K-Town Run Around and the SGM/Brand Lau in addition to our regular event schedule. Thank you to our team for doing what it took to pull this off.

Both events were very successful. Debrief results will be available at the Board meeting.

## PLANNING

As we continue to improve our communication using the new brand and website, we will be featuring some of the new pages that are complete in our bulletin. Our new

Events Calendar is the most recent: <https://downtownkingston.ca/blogs/things-to-do/monthly-events-calendar>

Thanks to Sandi, Jan and Neyeli for working hard to get this done.

## PEDESTRIAN COUNTS

Please refer to the Pedestrian Report in your Board Package.

## FINANCES

Financials are looking good in general but still a work in progress when it comes to detail and tracking. Financials are included in your Board package, but there are still a few kinks to work out with the City staff in the reporting process. We have a meeting scheduled each month to review reports. This month's meeting falls after the board meeting.

## SAFETY & SECURITY

Please refer to the report on Street Involved progress in your report. This is on the agenda to review with the Board.

## BEAUTIFICATION

All flowers are planted in the downtown core that will be planted for the summer. For details, please refer to the floral budget here: [Floral Budget.xlsx](#)

We worked with the Public Works crew at the City to ensure all flowers were coordinated including the addition of a significant addition of planters on Crawford Wharf, and behind the Landmark Condos, along the trail. The BIA normally has a responsibility to enhance the beautification of the downtown core over and above what the Municipality budgets for, which financially we stayed on budget for. The addition of time, coordination, and effort of our team this year is over and above what we have the capacity to do long-term, but I feel it was a good use of time for building out the floral plans for the future.

Springer Market Square looks good. The majority of our umbrellas are in circulation, including in the VIC area. The remaining umbrellas are waiting for tables and the possibility of tête-à-têtes (2 Muskoka Chairs attached by a table that holds an umbrella), which the City and Tourism Kingston is working on.

The parklets (vendor stalls) are delayed but I am hoping to have them dressed with banners within 2 weeks. Anything beyond this in terms of beautification is dependent on a pending grant, which we should know about within the next week or so.

## COMMITTEES AND WORKING GROUPS

I would like to recommend that all Committees and Working Groups are put on hiatus over the summer months, with the exception of the following: Adhoc Recruitment Committee, Development Committee, Executive Committee and Governance Committee, Accommodation and Retail AWG.

In the fall we will reignite those that are effective, and prepare for the new board to take them over in the new year.

## EQUITY, DIVERSITY AND INCLUSION

I am working on a plan with KEYS to effectively offer training for EDI across our membership. This is a continuation of the vision for consistent training for all our members. The plan we are working on is using a similar model to Digital Main Street, including looking for funding.

## PARTNERS

Krista LeClair, Executive Director of KAP participated as panel members and judges with myself and others in a 2-day Social Impact Challenge Hackathon with Queens University. More information below:

The VFC Fellowship Training Camp Social Impact Challenge brings together 40+ participants to envision what a more entrepreneurial and inclusive world may look like, through the lens of the Kingston community. This challenge presents an opportunity for VFC Fellows to work with each other to create a tangible solution for a pressing social impact challenge faced by the City of Kingston in June, 2022.

The Challenge: Downtown Kingston experienced a significant decrease in traffic in 2020 due to the COVID-19 pandemic. However, preliminary data now indicates visitation is expected to reach pre-pandemic levels in 2022.

The challenge for 2022 is providing adequate labour to serve residents and visitors. Particularly the hospitality sector, like hotels and restaurants, are experiencing significant labour shortages.

The resulting solutions were very creative and inspiring to review. There are possible future endeavors with this group in the near future.

## SPECIAL PROJECTS

- Land Acknowledgement: Grandmother Kathy and I have agreed on a temporary Land Acknowledgement that we can use until we have a more comprehensive program in place to help our staff, Board and members fully understand the

commitment. It is being used on our website homepage at the moment and will expand in the future as we develop more brand assets.

*Respectfully acknowledging that downtown Kingston resides on land which is the traditional territory of the Huron Wendat, Anishinaabe and Haudenosaunee, we work towards deeper understanding by engaging in relationship and teaching.*

- Policies & Procedures: Michele is managing the steps to complete this project. We will share a timeline for this at the Board meeting.