

DOWNTOWN KINGSTON BIA

## **BOARD OF MANAGEMENT MINUTES**

Wednesday, August 21, at 6:00 pm – Station View Room at City Hall

**INVITED MEMBERS:** Christine Ray Bratt (Chair), Gord Dalton (Vice-Chair) Ed Smith (Past Chair), Wessam Ayad (Treasurer), Nick Waterfield, Melissa Eapen-Bell, Gennaro DiSanto, Cyndy Gibson, A.J. Keilty, Nicole Kemp, Yasmine Nassereddine, Stephanie Quick, Alexander Splinter, Steve Wallace, Tina Yan, Councillor Vincent Cinanni, Councillor Gregory Ridge, Councillor Gary Oosterhof

**LIAISONS:** Rob Tamblyn-Kingston Economic Development, Lanie Hurdle – City of Kingston, Megan Knott – Tourism Kingston

**STAFF PRESENT:** Marijo Cuerrier, Jan MacDonald, Pete Gillespie, Katie Woodcock

**OTHERS PRESENT:** Rebecca Van Drunen, Sam Langer

**REGRETS:** Nick Waterfield, Melissa Eapen-Bell, Gennaro DiSanto, A.J. Keilty, Nicole Kemp, Stephanie Quick, Tina Yan, Gregory Ridge, Gary Oosterhof

NEW \*indicates an attachment is included.

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### 1. WELCOME, CALL TO ORDER

1.1 Confirmation of Start Time – 6:17 p.m.

1.2 Land Acknowledgement read by the Chair:

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.

1.3 Roll Call & Confirmation of Quorum

1.4 Chair Remarks

1.5 Additions to the Agenda

1.6 Declaration of Pecuniary Interests

## 2. APPROVAL OF AGENDA

2.1 Motion to approve August 21, 2024, Agenda as presented.

Moved by: Alex Splinter

Seconded by: Yasmine Nassereddine

**CARRIED**

## 3. DELEGATIONS- None.

## 4. APPROVAL OF BOARD MEETING MINUTES

4.1 Motion to approve June 19, 2024, Board Meeting minutes as presented\*

Moved by: Steve Wallace

Seconded by: Ed Smith

**CARRIED**

## 5. EXECUTIVE COMMITTEE MINUTES

5.1 Executive Committee Minutes –August 13, 2024\*

Motion to approve all actions and decisions taken.

Moved by: Steve Wallace

Seconded by: Gord Dalton

**CARRIED**

## 6. PARTNER REPORTS

6.1 Motion to accept included Tourism Kingston, Kingston Accommodation Partners, and Kingston Economic Development Corporation updates\*

Moved by: Vincent Cinanni

Seconded by: Wessam Ayad

**CARRIED**

- Megan provided an update on the new pedestrian ferry and the new Tragically Hip sign. The sign will be placed downtown after it is used for the upcoming documentary.

## 7. EXECUTIVE DIRECTOR'S REPORT

7.1 Motion to receive the Executive Director's Report\*

Moved by: Gord Dalton

Seconded by: Ed Smith

**CARRIED**

- We are moving banks from BMO to RBC.
- A new RRSP program is available to staff.
- LaSalle Causeway update- Marijo met with Jason to discuss the challenges for the boating community that relies on the Rideau for business.
- Urban racks will launch the second week of September.
- Call out for a member to volunteer for the Strat Plan
  - Alex and Gord volunteered
- The Staff Department Report was highlighted; it will be added to the ED report for Board meetings going forward.

## 8. FINANCIALS

### 8.1 Motion to Approve Financial Procedures\*

Moved by:

Seconded by:

- Financial Procedures will be reviewed at the September meeting.

### 8.2 Q2 Presentation by Ego Bookkeeping

#### 8.2.1 Q2 Financials\*

- The HST rebate reflected in the presentation is just for Q2; a \$40K rebate will come in about mid-September.
- Ego will change “profit” terminology to “revenue”.
- We have about 55% of our budget remaining for the year.

## 9. UPDATES/DISCUSSIONS:

### 9.1 Events Update

#### 9.1.1 The Value of Event Production

- Open floor discussion/comments:
  - Free events do not necessarily result in shopping, but they often lead to customers returning to shop after the events.
  - Events are important. It was recommended to include encouragement of shopping in our messaging.
  - Members could offer event-related promotions.
  - Hotel and restaurant sectors depend on events; visitors want things to do.
  - Events can be reviewed and assessed to determine the success

recurring (quarterly, etc.).

- The walkability and panoramic views downtown already result in foot traffic naturally. Consider having events on shoulder seasons/times when foot traffic is less natural to better encourage visitors downtown during these times.
- The Spring/Summer season speaks for itself and drives traffic naturally.
- Reducing events downtown could result in events taking place elsewhere in the city or other cities.

#### 9.1.2 Music Festival Update and Presentation

- Synopsis of consultant presentation will be on the September agenda.
- A grant was received for our new 2025 winter activation, “The Spirit of Winter”, which has resulted in us postponing the music festival to 2026 so that resources can be focused on best utilizing this grant.

#### 9.1.3 Spirit of Winter Presentation

### 9.2 Committee Files\*

#### 9.2.1 Retail Meeting Notes (June)

#### 9.2.2 Clean and Safe

##### 9.2.2.1 Meeting Minutes (August)

##### 9.2.2.2 Crime Report (Jan-July)

##### 9.2.2.3 Community Task Force Meeting Notes (June)

## 10. OTHER BUSINESS?

## 11. ADJOURNMENT

### 11.1 Adjournment of meeting- 7:42 p.m.

Motion to adjourn.

Moved by: Vincent Cinanni

Seconded by: Steve Wallace

**CARRIED**