

Executive Directors Report

Board of Management Meeting: August 16th, 2023

Submitted by Marijo Cuerrier, Executive Director

1. Current significant issues

This is the section for issues, internal or external, with long-term consequences for the organization.

a. Internal

- i. Senior management is currently working on an organizational restructuring before we hire to replace the Member Services role.
- ii. Angela Winkler, Operations Coordinator will be on Maternity Leave as of September 15th and will return in 18 months. The hiring process to replace her has begun.
- iii. All summer students including the Events Assistant will be completing their employment on Friday, September 1st. We are hopeful that some who attends Queen's will be able to assist with fall and winter events on a casual basis. JM

b. External

Every voice matters. Take time state your opinion or your silence will speak for you.

i. **ACTION REQUIRED: Community Standards Draft Bylaw:**

You received a bulletin on July 26th regarding the Draft *Safe use of Public Spaces Bylaw* that is currently available for public comment on the City of Kingston 'Get Involved' website. Section 8 and 9 are the most relevant to the downtown core. To review the bylaw, click here: [Draft Community Standards By-Law.pdf](#).

Please take time to review the document and then I encourage you to take time submit your comments/concerns to the City of Kingston using the 'Get Involved' website here: https://getinvolved.cityofkingston.ca/community-standards-by-law/guest_book

Alternatively, you can email the City of Kingston at contactus@cityofkingston.ca or email me directly at marijo@downtownkingston.ca and I will submit comments on your behalf. **Deadline for submissions is August 18th.**

ii. **Street Patio Standards and Application Guide:**

On March 7th, 2023, a report was brought forward to Council for approval called "*Patio Program Update: Standards, Application Process and Fee Review*". The document was approved and adopted by the City of Kingston as Patio Standards

Guidelines, being implemented in preparation for the 2024 patio season. Unfortunately, there was a significant oversight in the consultation process. Restaurant owners that operate patios were not given the chance to give their input on the draft guidelines before they went to Council.

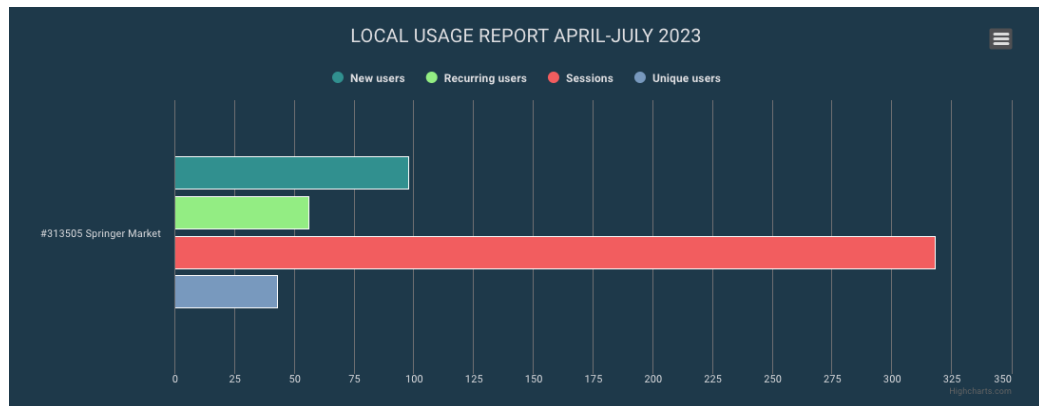
As a result, on behalf of the patio operators we have submitted a letter to the City of Kingston Staff and Mayor Patterson for consideration. You can review the letter here: [Concerns-Street Patio Standards and Application Guide \(1\).pdf](#).

I will continue to monitor this situation and update as needed.

iii. ACTION REQUIRED: Ontario and Market Street Economic Impact Study:

1. More information on this topic can be found here: [07-28-23 Ontario Market Street Closure.pdf](#)
2. There is no official stance from the BIA on this issue, but rather we are advocating to fully include the organization and its members in such a significant decision and consider our concerns and recommendations.
3. I encourage you to take time to review the project and send your comments/concerns to the City of Kingston using the 'Get Involved' website here: <https://getinvolved.cityofkingston.ca/ontario-street-pedestrianization>. Alternatively, you can email the City of Kingston at contactus@cityofkingston.ca or email me directly at marijo@downtownkingston.ca and I will submit comments on your behalf.

iv. Urban Racks



The urban racks that have been installed on Princess St since mid-April, with just over 300 active sessions to-date. An active transportation campaign is almost complete as I type this and will be launched on our website, to businesses and their employees and throughout our social media during the rest of August and into the fall. Even though they have had a slow start, I do believe that with an active communications plan for the fall and spring/summer, we will see an increase in understanding and use of the racks.

I am currently looking for an alternate location for the bike racks and waiting for a quote on relocation from the company.

I have had preliminary discussions with a local bike rental company about promoting the racks to their customers so that their bikes are secure when they visit downtown. I hope to have this in place shortly.

Thank you to Pan Chancho and other businesses that have been affected by the loss of parking for being patient as we figure out a better location.

2. General Matters for Board acknowledgement

Any matter which the ED wants to bring to the Board's attention for information and is unlikely to require discussion. A place for news about staff, new funding received, etc.

- a. All events staff will be off from September 1 to 10 catching up from a busy summer events season and knocking off some of their banked lieu time.
- b. A week of planning for the 2024 season, with a focus on events, is booked for September. We will be recruiting members, partners and others to participate at various points. If this is something that you are interested in, please let me know.

3. Governance, Compliance and Succession Plan

- a. Physical office files older than January 2020 have been organized and archived & safely stored ML
- b. Personnel files (past & present) have been reviewed, updated as required and captured digitally, compliant with government and ESA standards
- c. Policy Manual completed and Board approved September 2022. Continues to be a "living document" and will be reviewed a minimum of once annually and updated as appropriate. ML
- d. Under the umbrella of Succession Planning, efforts are underway to formulate a comprehensive set of procedures. This encompasses various tasks such as accounts payable, staff leave requests, financial data access, Downtown Dollars sales, and road closure permit applications.
- e. A Production Plan living document for all events has been started. JM

4. Progress on goals/strategic plan implementation

- a. A draft Strategic Plan is included in your package for review. There will be a brief presentation at the Board meeting. Please take time to review it as I will be looking for approval or approval with changes so that we can begin execution in January 2024.
- b. Once approved at the Board level, I will present to council for approval in the fall and then to our members at the November AGM.

5. Key Accomplishments

Accomplishments the Board should be aware of and have not been captured elsewhere in the ED Board report. This section may include narrative and/or statistics but should not be an activity report.

- a. We hit the highest pedestrian counts in almost 2 years at this year's August Promenade with a record high of just over 8000 pedestrians walking past the King and Princess Street intersection. Pedestrian counts have been electronically monitored in downtown Kingston since January 2022 at this location, so it is used as a key data point to help Downtown Kingston BIA understand traffic flow.

This number doesn't count the people that were walking on the road or the other side of the street, which means the numbers are significantly higher than 8000. If you count three other downtown counters the numbers are over 18,000 for the day.

The laser counter that we use counts people walking by on the sidewalk 24/7. Although it's not an accurate reflection of how many attended the event in total, it gives us a good idea of what kind of impact our events have on pedestrian traffic in the downtown core.

- b. Kingston Buskers Rendezvous new Festival Square was well received by Buskers, businesses and visitors. The festival was challenged by overwhelming heat and humidity for the first two days, however, as temperatures dropped on Saturday and Sunday, great crowds returned. JM
- c. Salsa in the Square, new to programming this year, has been a success with steady crowds every Tuesday evening. JM
- d. Animation of many of the Movies in the Square has resulted in increases in most audience size (and in popcorn sales!) JM

6. Matters for Noting:

Any other issues to bring to the Board's attention for information and are unlikely to require discussion. This may include visitors to the organization, conferences & professional development, community issues and events or significant meetings which involved the Executive Director or staff.

- a. I will be doing a presentation in September to the Economic Developers Council of Ontario. Synopsis below:

Creative Community Spaces: The way in which we live, work and play in urban spaces is changing. This module will examine Downtown Kingston's dynamic outdoor community spaces that have been designed for people to meet, work, relax and interact.

- b. Jan and I met with St. Lawrence Parks Commission about Fall and Winter 23-24 events, looking for areas where we could partner, or collaborate. They will be producing two significant events this fall:
 - i. Fort Fright, Fort Henry: Offered on select evenings from September 29 to October 31, 2023. Timed-entry tickets are available for purchase at www.FortFright.com. More information here: [Fort Fright KIT - DBIA.docx](#)
 - ii. Pumpkinferno, Kingston Pen. More information to come

7. Upcoming Events

- a. **Limestone City Blues Festival** | Thursday, August 24 - Sunday, August 27, 2023
BIA Blockbuster Event Downtown Wide

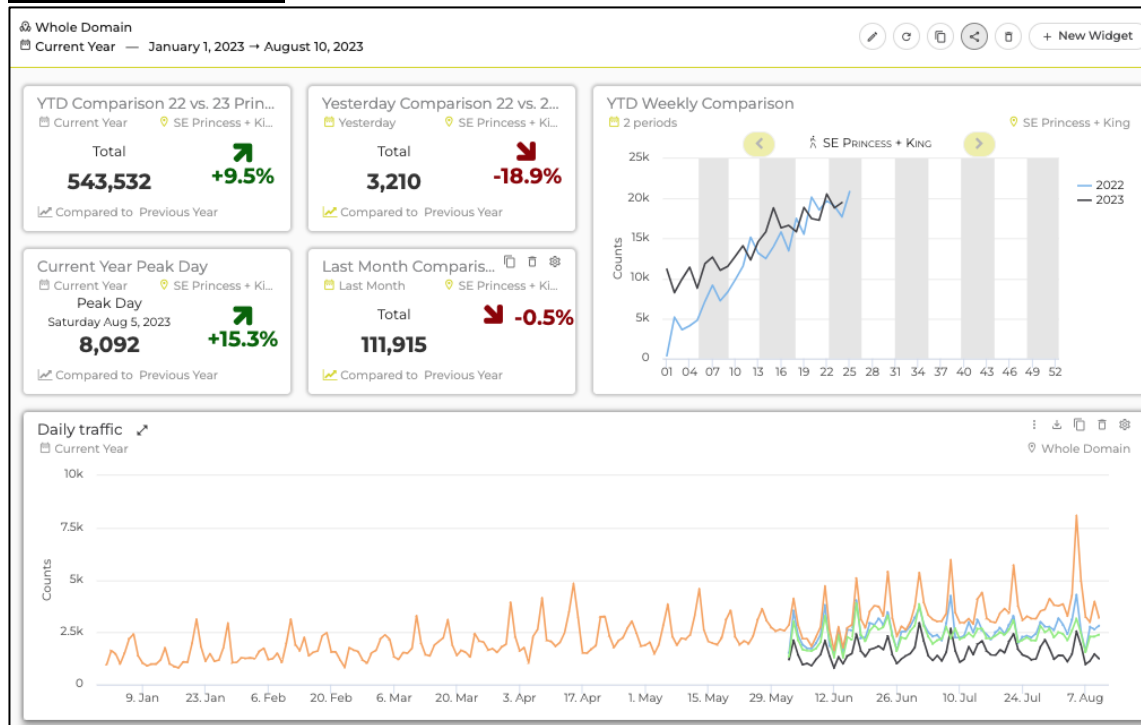
- b. **Queens Sidewalk Sale** | Saturday, September 9, 2023
Third Party Production: Queen's
- c. **Vintage Street Sale Montreal St.** | Sunday, September 10
Third Party Production: Montreal Street Collective
- d. **Queen's Art's and Science Tour of the Town** | Monday, September 11, 2023
Third Party Production: City of Kingston
- e. **BIA Planning Week** | Monday, September 11, 2023 - Friday, September 15, 2023
BIA Inhouse
- f. **Intercultural Arts Festival** | Sunday, September 17, 2023
City of Kingston
- g. **Princess Street Promenade (3 of 3)** | Saturday, September 23, 2023
BIA Blockbuster Event: Downtown Wide
- h. Click to view [2023 Downtown Kingston Events Calendar.xlsx](#)

8. Important Dates

- a. Next Board Meeting: Wednesday, September 20, 6 pm
- b. AGM: November 22, evening event

Performance Dashboard

Pedestrian Counts




Printed on Aug 11, 2023

For more details you can now access the Pedestrian Counter Dashboard on your computer.

Website: <https://www.eco-visio.net/v5/login>

User Name: BIABoard Password: DowntownKingstonis#1!

Web and Social Media Engagement



Milestone ★
Surpassed 20,000 Followers on both Facebook and Instagram

Top Post
Reach: 26,805
Engagement:
 944 likes
 115 shares
 7 comments

Topic: First Salsa in the Square of the summer!

Social Media Highlights
July vs June 2023

PROFILE VISITS 27,902 +40.84%	NEW FOLLOWS 1236 +8.32%
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Website Highlights
July vs June 2023

NEW USERS 30,669 +70.77%	WEB SESSIONS 47,216 +72.71%
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Current Audience

	Facebook followers	Instagram followers
	21,166	21,852