

Executive Directors Report

Board of Management Meeting: September 20th, 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. Pete Gillespie has been promoted to Director of Business Development and Communications. He will transition to this position over a period of 3 months as he mentors his replacement.
- ii. We are currently recruiting for a Marketing Manager to oversee the marketing department. [Link to job posting](#). If you know of anyone who you think may be a good fit, please reach out to pete@downtownkingston.ca
- iii. After appointing the Marketing and Communications Production Manager, Sierra Saikaley and Nayeli Salazar will assume the roles of Marketing and Communications Producers. In these positions, they will not only continue their existing duties but also take on added responsibilities for overseeing and producing content for the organization.
- iv. Please give a warm welcome to Katie Woodcock, our new Administrative Assistant, who has taken over for Angela Winkler who is on Maternity Leave.
- v. Clarissa Guedes, one of our summer students, will continue with us as a part-time contractor for September and October to lead the rollout of the new Downtown Kingston Gift Card program.
- vi. The office will be closed from Monday, September 18th to Wednesday, September 20th as the staff attend a planning retreat in Montreal, Quebec, focused on 2024 events and activations in the downtown Kingston. We will be returning on the day of the Board meeting and will provide a brief update. Welcoming Streets will still be in operation and working from the office.
- vii. We are recruiting Board members, members at large, partners and others to participate in a half day planning session in the beginning of October where we will present a draft plan from our retreat where we will request feedback on the plan, brainstorm other ideas from the group and look for synergies and collaboration with partners and businesses. **If this is something that you are interested in, please let me know via email or at the Board meeting.**

b. External

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

- i) **Action SUCCESS: Federal Gov't to Extend the CEBA Loan Repayments and Forgiveness Deadline**

The result when communities speak with one voice

On September 14, 2023, the Prime Minister announced extended deadlines for Canada Emergency Business Account (CEBA) loan repayments, providing an additional year for term loan repayment, and additional flexibilities for loan holders looking to benefit from partial loan forgiveness of up to 33 per cent. The CEBA program was available from April 9, 2020, to June 30, 2021, and provided \$49 billion in interest-free, partially forgivable loans of up to \$60,000 to nearly 900,000 small businesses and not-for-profit organizations to help cover their operating costs during the pandemic.

[Read more...](#)

- ii) Community Standards Bylaw:
 - (1) This bylaw will be going to council this fall seeking approval. Date TBD
 - (2) There is a document in your package that you can use to collect signatures for the support of the Community Standard Bylaw.
 - iii) Ontario & Market St. Closure:
 - (1) The Community Spaces Committee and I will be meeting with the City on Friday, May 29th to review the EA Study on Ontario & Market St. More information to the Board will follow.
 - iv) Street Patio Standards Application Guidelines
 - (1) I have met one-on-one with several patio owner/operators in the last few weeks to gather information on the guidelines. The City is also doing educational visits to understand what the patio operators needs are.
 - (2) I will be meeting along with several patio owner/operators in October to discuss revisions to the document.
- c. Click here for all Hot Button Topics: <https://member.downtownkingston.ca/hot-button-topics>

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. In your Board package you will find the [Committee Signup sheet](#) and [descriptions of all committees](#) with commitment levels. **Please take time to contemplate where you can offer your expertise to the betterment of the downtown core.** Or, if you know someone that may be interested in volunteering on any of the committees, please email marijo@downtownkingston.ca with details. Committee meetings will be booked beginning in October.

3. Progress on goals/strategic plan implementation

- a. At the September Executive Committee meeting amendments and additions to the approved Strategic Plan were provided for review. The Executive Committee has recommended approval to the changes. If the minutes from the Executive Committee meeting are approved at the Board meeting, these amendments and changes will be

added to the final Strategic Plan that will be presented to the membership and council in the coming months. **Please take time to review the Strategic Plan Draft provided in your package. The changes and amendments are highlighted in yellow.**

4. 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) **Limestone City Blues Festival** went off without a hitch. Preliminary numbers are below:

Revenue:	Budget	Actual
Bracelet Sales - Eventbrite		\$22,980.00
Bracelet Sales - cash from gates		\$13,180.00
Bracelet Sales - venues		\$2,205.00
Subtotal	\$50,000.00	\$38,365.00
Sponsorships	\$15,000.00	\$24,343.00
Merchandise Sales	\$5,000.00	\$4,750.00
	\$70,000.00	\$67,458.00
Expenses:		
Purchases for resale	\$3,000.00	\$3,952.00
Accommodation	\$10,000.00	\$9,125.00
Volunteers	\$1,500.00	\$1,301.00
Contracted services	\$35,000.00	\$16,342.00
Artists' fees	\$55,000.00	\$44,263.00
Rentals	\$10,000.00	\$4,420.00
Service Charges	\$500.00	\$2,899.00
Supplies/printing	\$5,000.00	\$4,000.00
Contingencies	\$2,000.00	\$191.00
Totals	\$122,000.00	\$86,493.00

Marketing expenses are not included in these numbers.

- b) **Welcoming Streets**

i) [August-2023-Welcoming-Streets-Data.pdf](#)

ii) **Summary of Data Highlights and Positives:**

- i. Support for Family Reunion: The outreach worker helped a concerned family member search for her brother, who had been living on the streets due to addiction.
- ii. Well-being Checks: The staff regularly conducted wellness checks on individuals, ensuring their safety and well-being.
- iii. Positive Client Interactions: Many clients shared personal updates, including achievements such as sobriety and housing arrangements.

- iv. **Community Collaboration:** Collaboration with local organizations like the library for effective daily checks and support for those in need.
- v. **Empathy and Compassion:** The outreach worker consistently demonstrated understanding and compassion, even in challenging situations.
- vi. **Community Appreciation:** Clients expressed gratitude, with one individual thanking the worker for their efforts.
- vii. **Client Engagement:** Some clients showed interest in receiving support and services.
- viii. **Resource Provision:** The worker offered information and assistance, addressing issues like utility bill payments and property standards.
- ix. **Conflict Resolution:** Effective intervention helped deescalate conflicts and address public drug use.
- x. **Program Awareness:** The outreach worker promoted the Welcoming Streets initiative, enhancing community understanding.
- xi. In summary, the data reflects a commitment to assisting vulnerable individuals, ensuring their well-being, and fostering positive community interactions.

Third Party Events



Queen's Sidewalk Sale Another successful sidewalk sale – it's a great way for the organization to engage with the students. The staff did a great job with our booth.



Vintage Street Sale Montreal St. This event was created and managed by the Montreal Street Collective crew with assistance from the BIA for marketing and promotion.

5. Upcoming Events

SEPTEMBER		
Princess Street Promenade (3 of 3)	Saturday, September 23, 2023	Saturday, September 23, 2023
Yoga in the Park	Sunday, September 24, 2023	Sunday, September 24, 2023
Writersfest	Wednesday, September	Sunday, October 1,

	27, 2023	2023
Faux/Homecoming	TBD	TBD
Art after Dark	Friday, September 29, 2023	Friday, September 29, 2023
Fort Fright	Friday, September 29, 2023	Tuesday, October 31, 2023
National Day of Reconciliation	Saturday, September 30, 2023	Saturday, September 30, 2023
OCTOBER		
Pumpkinferno	Sunday, October 1, 2023	Tuesday, October 31, 2023
Open Farms Harvest Event - City Hall/Market	Saturday, October 14, 2023	Saturday, October 14, 2023
Thanksgiving Day	Monday, October 9, 2023	Monday, October 9, 2023
Homecoming	Friday, October 20, 2023	Sunday, October 22, 2023

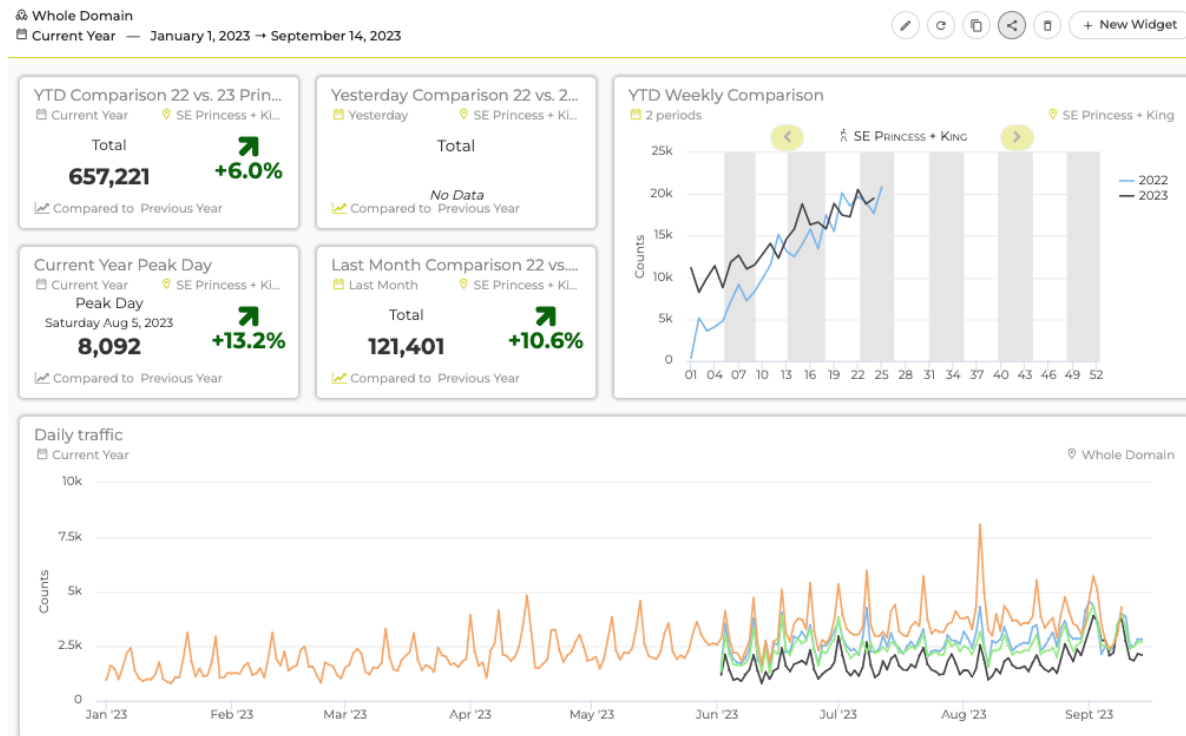
a. Click to view [2023 Downtown Kingston Events Calendar.xlsx](#)

6. Important Dates

- a. Next Board Meeting: Wednesday, October, 18th 6 pm
- b. AGM: November 22, evening event

Performance Dashboard

Pedestrian Counts



Printed on Sept 15, 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!

Digital Media Report

[August 2023 - Digital Media & Campaign Report.pdf](#)