

Executive Directors Report

Board of Management Meeting: November 18th, 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. Please welcome Faith Casselman, our new Marketing Manager, to the downtown Kingston BIA tea. Faith is a passionate and dedicated marketing professional with seven years of experience developing and managing successful campaigns marketing campaigns. Her expertise is in brand development including blogs, email campaigns, social media content, branded photoshoots, and SEO website optimization.

b. External

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

i) **Community Standards Bylaw:**

- (1) I am happy to report that there was unanimous support for the Community Standards bylaw on November 9th at the Administrative Policies Committee meeting. Thank you so much to all of you for standing up for safety in the downtown core, and a special thank you to those who were able to join us and share their own feelings and experiences to the committee. The bylaw will go to council next for final approval with a positive recommendation from this committee.

ii) **Ontario & Market St. Closure:**

- (1) There will be a townhall scheduled for downtown BIA members in December or January where the transportation department will review the environmental assessment for the closure of Ontario & Market St. This will be announced in an upcoming member bulletin as well as at the AGM.

iii) **Street Patio Standards Application Guidelines**

- (1) A group of patio operators and myself met with transportation about amendments to the patio application guidelines. As a next step the transportation department will be reviewing some of the proposed amendments and approaches from the meeting with the MAAC (Municipal Accessibility Advisory Committee) project team as well over the next couple of weeks. Pending the outcome of these reviews and comments received the intent remains to provide a draft of these

amendments and approaches to the DKBIA board for consideration by the beginning of December.

iv) Safety and Security in the Downtown Core

- (1) As many of you know we had a meeting with the Mayor Paterson and a few councillors at St. Andrew's church. 42 people attended, including:
 - (a) Deputy Chief Funnel Kingston Police
 - (b) Constable Colangeli – liaison officer for downtown Kingston
 - (c) Kyle Compeau - Manager, Enforcement Services Enforcement Department Growth & Development Services City of Kingston
 - (d) Several on street bylaw officers
 - (e) Several downtown Kingston members
- (2) Please refer to notes in your package for details on the meeting.
- (3) Three positive results have happened as a result of this meeting:
 - (a) City of Kingston Bylaw has dedicated six bylaw officers to the downtown core. They are on rotating schedules that will allow day and evening coverage from. The unit will not be responsible for tickets, however, the regular ticketing team will be out as they always are - so you will see Bylaw ticketing illegal parking and timing those that park on the streets for longer than 3 hours, so fair warning for those that are parking all day on the street.
 - (b) Kingston Police are working to offer us one beat officer on a consistent basis. I will confirm what that looks like as plans solidify.
 - (c) We have the go ahead to start a senior staff taskforce with the City of Kingston and Kingston Police to put an action plan together that addresses short medium- and long-term initiatives to secure downtown. This will be a priority for me in the new year. I will get things rolling before then.

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. The following committee and advisory meetings were held this past month:
 - a. Retail Advisory Working Group
 - b. Clean & Safe Committee meeting
 - c. Luncheon with the Mayor

- b. **AGM:** If you haven't already, be sure to hold your spot for the upcoming AGM here: [RSVP for the AGM](#)
- c. **CORE Awards:** Take time to nominate yourself or another business owner or employee for the CORE Awards: [Nominations for the CORE Awards](#)

3. Progress on goals/strategic plan implementation

- a. The final 2024/2027 Strategic Plan will be presented at the AGM. A close to perfect (one more round of proofing) document is included in your package.

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. The Downtown Kingston Gift Card has been delayed for technical reasons but should be launched at the end of the week of the board meeting 1st to members and media and then to the public.
- b. The 2024 levy was built from the budget, making it much easier to establish what we truly need financially based on the strategic plan.

5. Upcoming Events

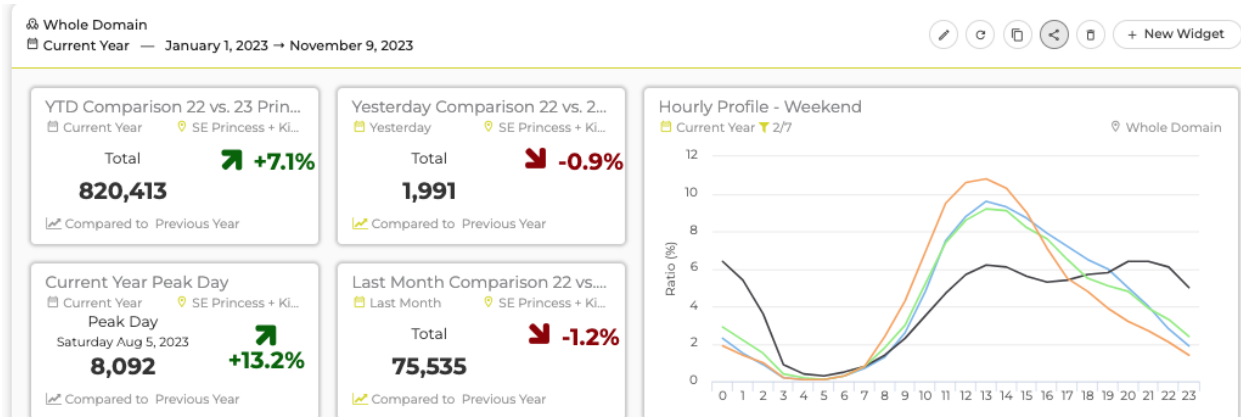
NOVEMBER		
Winter Streetscape Activation	Monday, November 13, 2023	Friday, November 17, 2023
Santa Parade	Saturday, November 18, 2023	Saturday, November 18, 2023
Window Activation Launch	Monday, November 20, 2023	Friday, November 24, 2023
AGM	Wednesday, Nov 22, 2023	Wednesday, Nov 22, 2023
DECEMBER		
Festive Friday + Stop & Shop Saturdays	TBA	TBA
Christmas	Monday, December 25, 2023	Monday, December 25, 2023
New Years Eve	Sunday, December 31, 2023	Monday, January 1, 2024

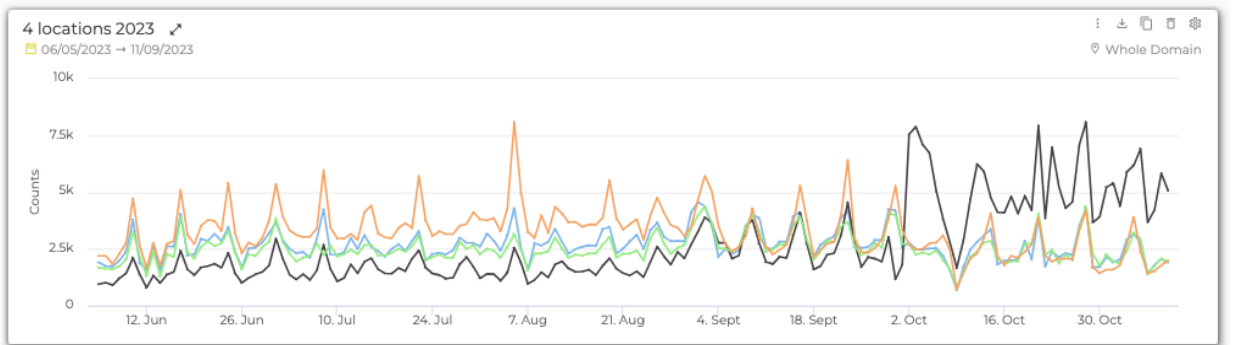
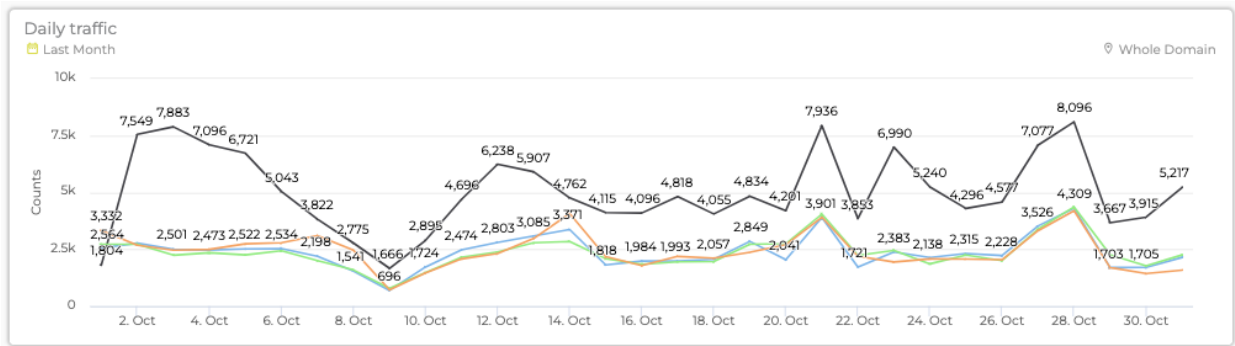
Click to view [2023 Downtown Kingston Events Calendar.xlsx](#)

6. Important Dates

- a. **AGM: November 22, evening event**

8. Pedestrian Counts





Printed on November 10, 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!