

DOWNTOWN KINGSTON! BIA

BOARD OF MANAGEMENT MEETING MINUTES

Wednesday, April 20, 2022 at 6:00 pm – Seaway Coworking Space

BOARD OF MANAGEMENT MEMBERS: Erin Allen, Bev Allinson, Sean Billing, Christine Ray-Bratt (virtual & in-person), Maria Cronk, Melissa Eapen-Bell, Tim Pater, Ed Smith (Chair), Steve Wallace, Councilor Wayne Hill

STAFF PRESENT: Marijo Cuerrier, Michèle Langlois, Angela Winkler, Peter Gillespie (virtual)

REGRETS: Richard McNevin, Julie Tompkins, Nick Waterfield, Councilor Gary Oosterhoff

1. WELCOME, CALL TO ORDER

- 1.1. Confirmation of Start Time - 6:04pm
- 1.2. Roll Call & Confirmation of Quorum
- 1.3. Chair's Remarks
- 1.4. Additions to the Agenda
- 1.5. Declaration of Pecuniary Interests

2. APPROVAL OF AGENDA

- 2.1. Identification of any in-camera items

Motion to approve agenda as presented

Moved by: Councilor Hill Seconded by: Maria

CARRIED

3. APPROVAL OF MINUTES

- 3.1. Motion to approve March 16, 2022 minutes as presented

Moved by: Steve Wallace Seconded by: Bev Allinson

CARRIED

4. ADDITIONS TO THE AGENDA

Ed draws attention to

- Supporting David tannery site
- Ed reached out to Jay Patry about needing support
- Would Jay like to present something to the board?

All in favor

CARRIED

5. CONSENT ITEMS

5.1. Approve all decisions and actions taken by Executive Committee at the April 13, 2022, meeting (Draft minutes supplied in package)

5.2. Accept included Tourism Kingston, Kingston Accommodation Partners, and Kingston Economic Development Corporation updates

Motion to approve consent items as presented

Moved by: Erin Allen

Seconded by: Sean Billing

CARRIED

- Succeeding at work? 20 spots Canada wide
- Funding Kingston Food learning sequel – applications not open

6. ED REPORT & DEPARTMENT REPORT

- Draft Policy presented March 30th – still working on updates
- Airtable tracking our tasks and what the status is of that project
- Severe swings of the pedestrian count. Weather affecting pedestrian account. Weather up = pedestrian count up. We have only acquired the pedestrian count since December 2021 so we cannot compare it to previous years.
- New codes for accounts payable
- Advisory Working Group – working on a different form of communication as certain industries are still recovering from short staffing
- Marijo working with the City for Beautification of Downtown – support from the city
- People shop closer to home – businesses popping up downtown to prepare for an influx of people?
- Partner with KEDCO on David Tannery site – measure the economic impact.
- Ways to evaluate a development by criteria and terms of reference as a committee
- Q4 of last year – comprehensive zoning bylaws **Density By Design**

- Dissolve annual plans with media providers
- Campaigns will be more effective and save some \$\$
- Reserves allow us to invest in platforms that are working for us (print, radio, social)
- Doubling down on the times that are important.
- Why spend more in February on radio ads? Campaigns for people to spend downtown \$\$ and flash sale.
- Neon hearts? Becoming a symbol of downtown Kingston – would like more.
- Updated maps & events - distribution to hotels first and then retail stores. – Digital versions of the map will be updated by the hired graphic designer.
- Shopping Guide Brochure – created by Post Media (creating an alternate version of that brochure called a lystical) reach out to membership about brochure if that is something that is preferred by members – Marketing committee meeting for further discussion
- Why are the statistics down for February & March? Follows continue to go up but less engagement as a slow period hit.
- Comparisons should be from previous years to current years.
- BIA has 50% of the following that Tourism Kingston has – and over ¼ of engagement that Tourism Kingston has.
- Brand launch May 25th to be changed to **June 1st** (replacement of the SGM)
- Tourism Kingston – The Amazing Race Kingston May 30th.
- Funding approved for summer students

ACTION ITEM: Schedule a meeting with Exec and Governance Committee at another date – Marijo (3hours)

Motion to change Advisory Working Group to a Development and Intensification Committee

Moved by: Erin Allen

Seconded by: Tim Pater

CARRIED

Motion to approve each of the Executive Director and Departmental Reports as presented

Moved by: Maria Cronk

Seconded by: Bev Allinson

CARRIED

7. REPORTS & DISCUSSION ITEMS

7.1. Council looking into environmental assessment on David Tannery site. Waiting for more information about Ontario St.

- Consultation process with members
- More information to be released in BIA Newsletter – Wednesday
- 4-6 Buildings (5-6 stories high) replace trees and expand the canopy. 1,500 accommodations.

7.2. Queen Street project

- First public meeting on Thursday to discuss these new buildings.

7.3. Rainbow registered (currently free to register) – Don't have the people to send for training due to staffing shortage.

7.4. Land Acknowledgement

- Reveal with the brand launch – Mural – Permanent Structure Downtown
- Working with Grandmother Kathy

8. MONTHLY FINANCIALS

9. REPORTS AND DISCUSSION ITEMS

9.1. Patio Update - no update (29 extended patios start May long weekend)

9.2. Rochleau Court

8.2.1. Kingston Police to evaluate the area

- Divide into 2 projects
- May require funding – no grant money

9.3. Market Square Plans

- Working with the city and TK
- Bistro sets are coming out – new brand umbrellas end of month
- Adirondack chairs, florals and garbage cans.

ACTION ITEM: Market Square needs to be dedicated as a farmers' market

9.4. Garbage and Flower Plans

- Beautification Downtown going forward – Florals going forward City covering cost of large flower beds
- 8-10 garbage compactors downtown – waiting for quote

9.5. New Member Package

- Will email it out.
- Existing member opening a new business – sign us as new business.

9.6. Board Member Recruitment

- Elections end of October
- Strategy and Alignment of Board
- Move towards creating a strong succession plan.
- Form and function – member engagement, intensification.
- Board responsible for recruiting

9.7. Vacancies on Executive Committee

- 2 vacancies
- Melissa – expressed interest (vice-chair)
- Christine – exec committee expressed interest
- Time commitment 1 meeting a month (2hours)
- other commitments (1-2hours)

Motion to appoint Melissa to vice-chair and Christine to exec committee

Motioned by: Tim Pater

Seconded by: Sean Billing

CARRIED

Motion for Exec to work onboard member recruitment

Motioned by: Erin Allen

Seconded by: Tim Pater

CARRIED

10. NEW BUSINESS

- Murney the horse is returning with a new rider – Amy

11. IN CAMERA

Motion to go in camera

Motioned by: Erin

Seconded by: Maria

CARRIED

Motion to move out of camera

Motion by: Erin Allen

Seconded by: Wayne Hill

CARRIED

12. ADJOURNMENT

12.1. Adjournment of meeting

Motion to adjourn

Moved by: Wayne Hill

Seconded by: Steve Wallace

CARRIED

ADDITIONAL

Notes:

Action Items:

Next Meeting Agenda Items: