

## DOWNTOWN KINGSTON BIA

# BOARD OF MANAGEMENT MEETING MINUTES

Wednesday, October 18, 2023, at 6:00 pm – Station View Room at City Hall

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

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

**STAFF PRESENT:** Marijo Cuerrier, Michèle Langlois, Katie Woodcock, Jan MacDonald, Peter Gillespie

### **OTHERS PRESENT:**

**REGRETS:** Lanie Hurdle, Melissa Eapen-Bell, Colin Morris, Yasmine Nassereddine, Councillor Gary Oosterhof, Councillor Gregory Ridge

### BOARD PACKAGE INCLUSIONS

Board Meeting Minutes – September 20, 2023  
Exec Minutes – October 10, 2023  
Partner Reports  
ED Report  
AGM Agenda- Final  
Committee Files  
CORE Awards

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## 1. WELCOME, CALL TO ORDER

1.1 Confirmation of Start Time – **6:01 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 - None

## 2. APPROVAL OF AGENDA

2.1 Motion to approve October 18, 2023, Agenda as presented.

Moved by: Gord Dalton

Seconded by: Steve Wallace

**CARRIED**

## 3. DELEGATIONS

## 4. APPROVAL OF BOARD MEETING MINUTES

4.1 Motion to approve September 20, 2023, Board Meeting minutes as presented.

Moved by: Cyndy Gibson

Seconded by: C. Vincent Cinanni

**CARRIED**

## 5. EXECUTIVE COMMITTEE MINUTES

5.1 Executive Committee Minutes – October 10, 2023.

Motion to approve all actions and decisions taken.

Moved by: Gord Dalton

Seconded by: Ed Smith

**CARRIED**

## 6. FINANCIALS

6.1 Q4 Financials will be available for approval at the November meeting.

- Marijo mentioned we are now on the quarterly review cycle, they will be presented 2 months after the end of the Quarter. For instance Q1 ends March 31, it will be presented at the May Board meeting.

## 7. PARTNER REPORTS

7.1 Motion to accept included Tourism Kingston, Kingston Accommodation Partners, and Kingston Economic Development Corporation updates.

Moved by: Cyndy Gibson

Seconded by: Nicole Kemp

**CARRIED**

## 8. EXECUTIVE DIRECTOR'S REPORT

### 8.1 Motion to receive the Executive Director's Report

Moved by: Steve Wallace

Seconded by: Stephanie Quick

**CARRIED**

Marijo highlighted the following items:

- The new Marketing and Communications Productions Manager has been hired. Peter will act as mentor until the end of 2023 and then be moving into his new role as Director of Business Development and Communications.
- Half-day planning session still to take place and will be booked by the end of the week.
- Requesting for Board members to RSVP to the AGM; please let other members know as well.
- CORE Awards- please send in nominations. More promotions for the awards to come.
- Michèle spoke about Gary Poupore and recognizing him at the upcoming AGM, but he may have already received an award in 2017.
  - **ACTION ITEM:** Katie/ Michèle to check 2017 AGM minutes.
- It is the BIA's 50<sup>th</sup> anniversary this year.
- We are still seeing high spikes in the pedestrian counts in the hub area every Weds/Thurs night until 2:00 a.m.

## 9. UPDATES/DISCUSSIONS:

### 9.1 Committee Reports

#### 9.1.1 Clean & Safe Draft + Current Initiatives Report

- Marijo mentioned that safety is the number one concern right now. Recommends working on a strategy to address concerns.
- Marijo mentioned the scheduled lunch meeting with the Mayor and Councillors taking place next Thurs, October 26.
- The only way we can reach residents and visitors is through our e-blast, which has a 4K reach.

#### 9.1.2 Community Spaces Draft

### 9.2 2023-/24 Embrace the Season Presentation

### 9.3 Finance Committee

#### 9.3.1 Nick, Christine, Ahmad Cheaito

- Marijo highlighted that we have successfully ran several AWG committee meetings this month. The Finance Committee is the only one we haven't

activated yet due to a lack of interest, but they have finally confirmed committee members (Nick, Christine, and Ahmad Cheaito).

- Wessam Ayad has expressed interest in taking on the Treasurer position.
- EGO bookkeeping is considering a request to present our numbers the Board at every Quarter.

#### 9.4 Levy discussion/recommendation

- Marijo will have the levy recommendation by October 30.
  - **ACTION ITEM:** Marijo to finalize levy recommendation.
- Many BIAs did not raise the levy during COVID, but in normal years the minimal levy increase is 2.8%.
- Marijo clarified that the budget and levy will be presented to the Board for approval at the November Board meeting. They will then be presented at the AGM on November 22.

#### **Discussion Highlights:**

- Cyndy suggested having a better breakdown that would appeal more to rent-paying tenants.
- Nick mentioned to not think of the levy as being static.
- Nicole suggested that as we move forward, we need to stay within industry standards and to have more initiatives downtown, etc.
- A.J. highlighted the growing number of pedestrian counts and suggested that there be a measurement of dollars per pedestrian count to track the spend per pedestrian (make it more black and white).
- Christine mentioned that Pete's new position will include sponsorship negotiation with the goal of generating more revenue.
- Gennaro commented that business owners have been exposed to general cost increases across the board; that there is opportunity to offload that onto the consumer to try and turn the trend around. A levy increase can be justified with a modest amount of under 3%, which is more symbolic/an important statement.
- Alex brought up Empire Life and that the plan is to do a majority of residential spaces, a huge shift to think about. He also mentioned that clean and safe priorities could justify an increase. Marijo agreed this could be a rationale for keeping things status quo and to potentially hire another Welcoming Street staff member.
- When discussing the presentation of value for spend increase, Pete pointed out that this may not be tangible to do.

#### 9.5 Gift Card Update

- Launch date promotion discussion; various members of the Board have mentioned we give the current proposal a second look.

#### 9.6 Strategic Plan Final

##### 9.6.1 Motion to Approve the Strategic Plan

Moved by: C. Vincent Cianni

Seconded by: Steve Wallace

**CARRIED**

## Discussion Highlights:

- Marijo mentioned that Measurables were added and asked for feedback/advise if anything was missing.
- A.J., Christine, Marijo, and BIA staff are working on mission visions that will be presented at the AGM.
- A.J. suggested that there be a population target included in the Strategic Plan. Marijo and A.J. will touch base to discuss further/update the plan.

### 9.7 AGM Invitations and Agenda

#### 9.7.1 Motion to Approve the AGM Agenda and Invitations

Moved by: Tina Yan

Seconded by: Gord Dalton

**CARRIED**

### 9.8 December Board meeting

- A decision was made to not have a Board Meeting in December and to have a social gathering sometime in February.

## 10. OTHER BUSINESS?

- Cyndy brought forward feedback regarding the new benches, highlighting they are potential structures to be used by homeless individuals. Marijo commented that the iron benches have also been used this way and that downtown will have vulnerable people regardless of bench placement or style. Ed suggested we see how this batch of furniture goes over before we order anything else for next year.

## 11. ADJOURNMENT

Adjournment of meeting- **8:01 p.m.**

Motion to adjourn.

Moved by: A.J. Keilty

Seconded by: Cyndy Gibson

**CARRIED**

## Action Items:

**ACTION ITEM:** Katie/ Michèle to check 2017 AGM minutes.

**ACTION ITEM:** Marijo to finalize levy recommendation.