

Past month:

Strategic Plan: Strategic Plan timeline for Sept to December is included in your Board package. We have a very busy fall and will do our best to stay on track.

Safety and Security Downtown: We have set up monthly safety and security meetings with Mark Hall going forward to continue to stay on top of the challenges to overall safety in the downtown core. This summer has seen an increase in overt mental health issues and crime. With Mark's assistance we have identified 2 action items that our members can help with when it comes to reporting incidents that are aggressive in nature or disruptive to business operations. In the coming weeks we will communicate this to our members.

In addition to Police services, I personally have also reached out to the Executive Director of CMHA, Quinte Health Care Prevention Crisis Intervention (covers issues that relate to ACCT or Assertive Community Treatment Team), Councilor Pat Culhane (and to the Mayor through Pat), The Director of Public Health Programs at the Health at Hastings Prince Edward Public Health in an effort to better understand some of the complex challenges with mental health, food insecurity, homelessness, and crime as it relates to the downtown District. There are plans in place to address these larger issues that trickle down and affect the day-to-day operations of our businesses. I am working to get a seat at the table for some of the ongoing meetings

Rebrand: Shawn will be commenting on the progress of the rebrand at the Board meeting.

RED Funding: We have applied as co-applicants with the COB for RED Funding. Kelsey will report further on this in her report.

Committees: At the time of this report, I have initial committee meetings successfully scheduled for the Events and Programming Committee and the Economic Development Committee, with a healthy number of additional committee members.

Member Audit: Kelsey and I have designed the member audit survey and are researching the best software to use for continued member engagement. We are leaning towards HubSpot. This will be used as an internal tool to keep track of individual member communication and details. Member Audit's will hopefully be complete by the end of September so that we have the numbers we need for measuring our success going forward. This will be an annual task of the office. Included in the audit is a visitors survey that will be available at all commercial POP's and will be sent out via Canada Post to East Hill with a prize incentive for completion.

Christmas Planning Report: See attached report for details.

My Fall priorities:

- Business/Marketing Plan for 2020
- Event Calendar for 2020
- 2020 Budget
- Rebrand content for website and launch party
- Member Audit (Property and Business) + Visitor Survey
- Annual Report for AGM

Upcoming Events:

- **PorchFest After Party:** Saturday, September 28th, from 4 pm onward. Restaurants are offering tapas menus to encourage fast service as crowds come downtown following PorchFest in East Hill. Flavours of Fall is also happening at the Armouries on that day. Retailers are encouraged to have the flexibility to accommodate a later evening should they have overflow traffic.
- **The Empire Oktoberfest:** Saturday, October 5th from 11 – 7 pm
- **Brand Launch:** Tuesday, October 29, 5:30-7:30 pm, Capers
- **Halloween Event:** Friday, October, 25th 3-7 pm
- **Christmas Season:**

- **Christmas Décor:** We are aiming to have all Christmas décor up the week of Nov 12-15, the week before the Santa Claus Parade.
- **Santa Claus Parade:** Sunday, November 17th 3-6 pm. We have requested street closure on Front St. South of Bridge to MacAnnany. We chose this area so that no matter what way the parade ends up going, our event will not be affected.
- **Night Market:** Saturday, December 7th, 609 pm Street closure similar to DT@Dusk.
- **AGM Member Event:** Tuesday, November 19, 5:30 pm, The Belleville Club
- **Girls Night Out:** November 28th, 6-9 pm

Meetings and Events:

- EDDC: 09-05
- BDIA Events Committee Meeting 09-10
- BR&E: 09-14
- Meeting with Mark Hall BPS ongoing monthly, 1st Tuesday of each month)