



Belleville Downtown District BIA
Executive Director Report
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Executive Director Board Report

October saw a steady decline in pedestrian traffic and for many, a decline in sales. This was largely do to the change in season as well as the threat of COVID-19 closure while a few regions in Ontario went back to stage one in late September.

Kelsey and I have squeezed in our holiday time during this month and have been working on the AGM, securing a few grant requests that came up quickly and preparing for Enchanted, our holiday season.

I will be booking a stakeholders meeting this month to introduce the 'Welcoming Streets' program and will be booking Meg Dunning from Guelph to do a talk on their program.

Governance Decisions, Monitoring & Accountability

1. Current Significant Issues

Last week we surveyed a number of key sellers on the Marketplace about their feelings about online selling and the Marketplace going forward. The response was less than enthusiastic from retailers. We are meeting with Restaurants on Monday to encourage a collaborative solution for online and takeout. Discussion is needed at the Board level about the direction of the Marketplace for 2021.,

Council was presented with a report on an influx of 'vagrants', particularly in the downtown from their Economic Development department. It would be good to discuss the fallout from this.

2. Matters for Approval

No pending matters for approval at this time.

3. Finances

I will speak about cash flow, receivables and retained earnings at the meeting.

4. Update on Strategic Plan Implementation

This section will be prepared quarterly or biannually beginning in 2021.

Informational

5. Key Accomplishments

- \$27,000 Reconnect Funding from the Ontario Government has been approved, which will assist in funding Enchanted.
- The DMS Squad is making significant progress with grants for members, so far securing 14 grants (35,000 digital marketing dollars towards the Downtown District experience, through our members. There are a total of 42 businesses in the funnel at various stages in the program.

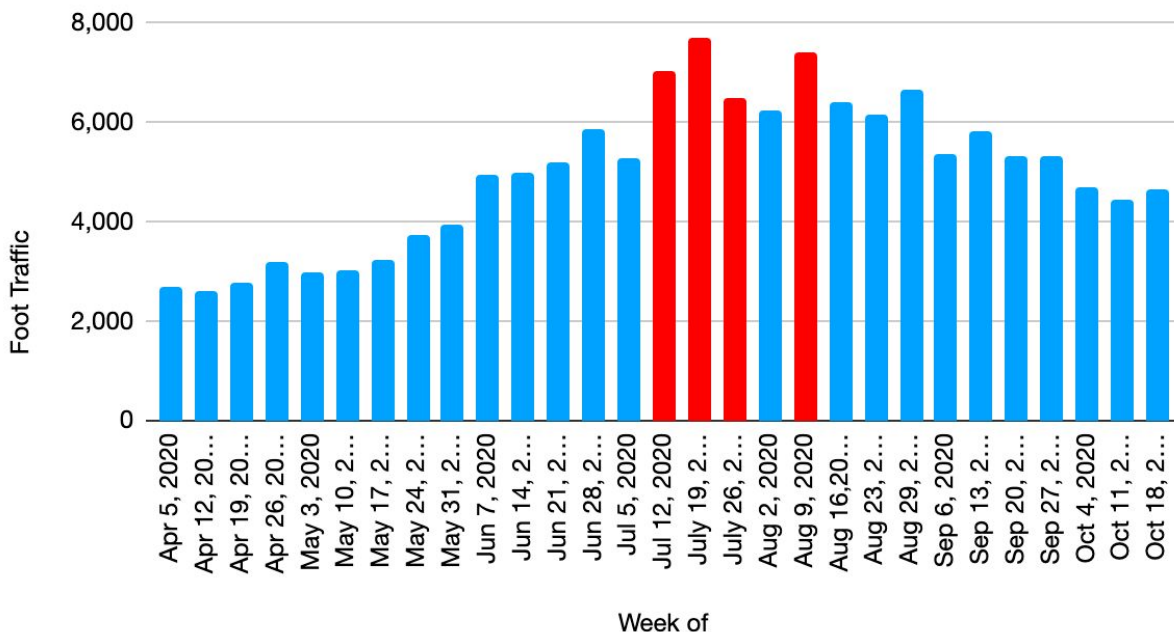
6. Monthly Stats

Daily Pedestrian Counts

Shoulder (Fall)								
	Sep 6-12	Sep 13-19	Sep 20-26	09-27/10-3	Oct 4-10	Oct 11-17	Oct 18-24	Average
Sunday	427	449	345	395	306	344	358	231
Monday	329	937	788	718	801	250	577	396
Tuesday	772	898	810	859	719	780	788	477
Wednesday	915	852	754	849	624	831	595	481
Thursday	960	883	739	883	756	612	715	495
Friday	1,025	948	919	804	853	841	909	528
Saturday	955	871	953	804	640	775	726	512
TOTALS	5,383	5,838	5,308	5,312	4,699	4,433	4,668	3120

Weekly Pedestrian Counts

Foot Traffic vs. Week of



- Vacancy Rate (will be included in report as of 2021)

7. Incoming and outgoing members:

- Property Purchase: Maury Flunder purchased 404 and 406 Front St
- Property Purchase: Bruce and Dawn Firestone have purchased 249-253 Front St.
- Property Purchase: Mark Vruogdenhil has purchased Victoria Baptist Church
- Property Purchase: Tim McKinney and partners 112 Front St.
- New Business: Bewitched Beauty Studio 1 Bridge St. E
- New Business: Quinte Cell PHone and Tablet Repair 1 Bridge St. E
- New Business: Boudoir Babe Squad 157 Front St.
- New Business: Kimberly Mohan Law: 153 Front St.
- New Business: 258 Front St. Shannon Neely Financial
- New Business: Bazarre Artisan Market 350 Front St.
- Move: Runway Bridal has moved into their new location at 282 Front St.
- Pop Up: MistleToe Magic has moved into 261 Front St.
- Farewell: Briar Patch 199 Front St.
- Farewell: Pinnacle Music 261 Front St.

8. Matters for Noting

- OATC has moved from the downtown main street to their new home. This is good news for the downtown District and for clients of OATC, giving them the privacy that they need.
- Mark Hall, our liaison with BPS is retiring as of Nov 30. He is working with me to make sure I have a contact to replace him while they decide on a replacement for Mark. We will also lose Constable Bill at the end of December.