



Belleville Downtown District BIA  
Executive Director Report  
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## Executive Director Board Report

### Governance Decisions, Monitoring & Accountability

#### 1. Current Significant Issues

##### **EVENTS:**

The Lantern Festival - This event garnered a fair bit of community and media attention. We learned a lot about the execution of a project like this and with a bit more involvement from us next year, this could become a staple winter destination event for the city.

DocFest - is in the pre-event stages. We will connect with their team in the next week to ensure that the event is a successful Downtown District Event

Quintelicious - Quintelicious is in the launch pad. Kelsey will fill you in on the details. This event was possible with a partnership between the BIA, City of Belleville, and the Chamber of Commerce. An ambitious 2-week photo shoot is complete and the website and marketing material will be complete shortly. The event is set for March 1-31. Be sure to information on all of your social channels.

Al Fresco - We are working through the planning of Al Fresco for this June - August. Refer to the separate report on the details of the event so far.

##### **HUMAN RESOURCES:**

Kelsey's maternity leave replacement recruitment will begin in mid to the end of March.

##### **WIFI UPDATE (Kelsey Moniz):**

The project is close to the finish line. This was a joint RED funding project with the City of Belleville. Bay of Quinte Regional Marketing Board provided additional funding as well. There are still 5 APs being installed to activate the top of the street. Bell has to install access in the Chamber building. Marc Colye (City IT) seems to think this will happen next week. Once APs and connection at Chamber is established we will be able to move forward with the analytics. The data for the APs that are already installed are collecting data but we just don't have it in a useful format until the

install is complete. When install is complete we will be able to see back to Jan 1st traffic. A big portion of the delay has been with Bell and their staff scheduling during COVID.

## 2. Matters for Approval

Board Training - we spoke about this at the last meeting. If you are interested in board training, please confirm with me and we will look at solutions.

## 3. Finances

<b>Cashflow Tracking</b>	
<b>as of Feb 1, 2021</b>	
<b>Bank Balance on first day of month</b>	\$56,565.53
<b>Outstanding Cheques/Expenses</b>	\$42,294
<b>Totals</b>	<b>\$14,271.90</b>
<b>GIC BMO (00059062049)</b>	\$14,099.42
<b>Marketplace Account</b>	\$5,846.83
<b>Gift cards outstanding balance (on Feb. 1)</b>	\$1,205.63
<b>Total Cash</b>	<b>\$34,218.15</b>

Details will be reviewed in the treasurer report.

## 4. Update on Strategic Plan Implementation

*Progress report on the implementation of the strategic plan, and can also include achievement of organizational performance targets. This section may be prepared quarterly or biannually versus monthly.*

How often would the board like a report on the implementation of the Strat Plan?

## 5. 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.*

- You will notice our financial reports have been simplified and now show our actual vs. budget.
- The County's Community and Human Services Committee recommended Council to approve \$70,300 to the Downtown District through the Community Homelessness Prevention Initiative for the Welcoming Streets Pilot project. As part

of this initiative, the County was also asked to authorize an agreement to provide services starting March 1 of this year until February 28, 2022.

- I will be meeting with the new BPS platoon lead and mental health liaison this week to talk about how we will work together going forward.
- The Grant Committee at the City of Belleville referred our annual grant request to the operating budget talks. This is scheduled for the end of March. We asked for \$110,000 and they are recommending a budget of \$85K for the year.

## 6. GRANTS:

Update on Grants:

### Approved:

DMS Video Grant (PROV) - \$10K for video production of 12 members

### Pending:

Canada Summer Jobs (FED) - requesting 2 summer students (post secondary age)

Summer Experience Program (SEP) (PROV)- requesting 1 summer student (highschool age) 34 working days Grant total: \$3,723.00

RED Funding (PROV) - Al Fresco grant for tete a tetes, artists fees, umbrellas, planters, branding on garbage pails. Total: 30% funding.  
Grant Total = \$69K (details in Al Fresco report)

### To be completed

Healthy Communities Initiatives (FED) - Application due March 9, 2021. Between \$5,000 and \$250,000. Incurs expenses between April 1 2020 to June 30 2022. | The Healthy Communities Initiative supports communities as they create and adapt public spaces, and programming and services for public spaces to respond to ongoing needs arising from COVID-19 over the next two years.

## 7. Monthly Stats

Incoming and outgoing members:

### Property Purchases

- None that I am aware of

### Business updates:

- New Business: Equilibra Wellness - Naturopathic Doctor - 123 Front St.

## 7. Matters for Noting

- We are working on an aggressive campaign to recruit property owners and business owners to the downtown District. Our pilot target is the GTA.
- The DMS initiative is complete. We secured 52 approved grants (130,000 digital marketing dollars towards the Downtown District experience, through our members. There are rumours that the program will be coming back in the near future. We have 7 businesses going through the Future Proof Program beginning in a few weeks.

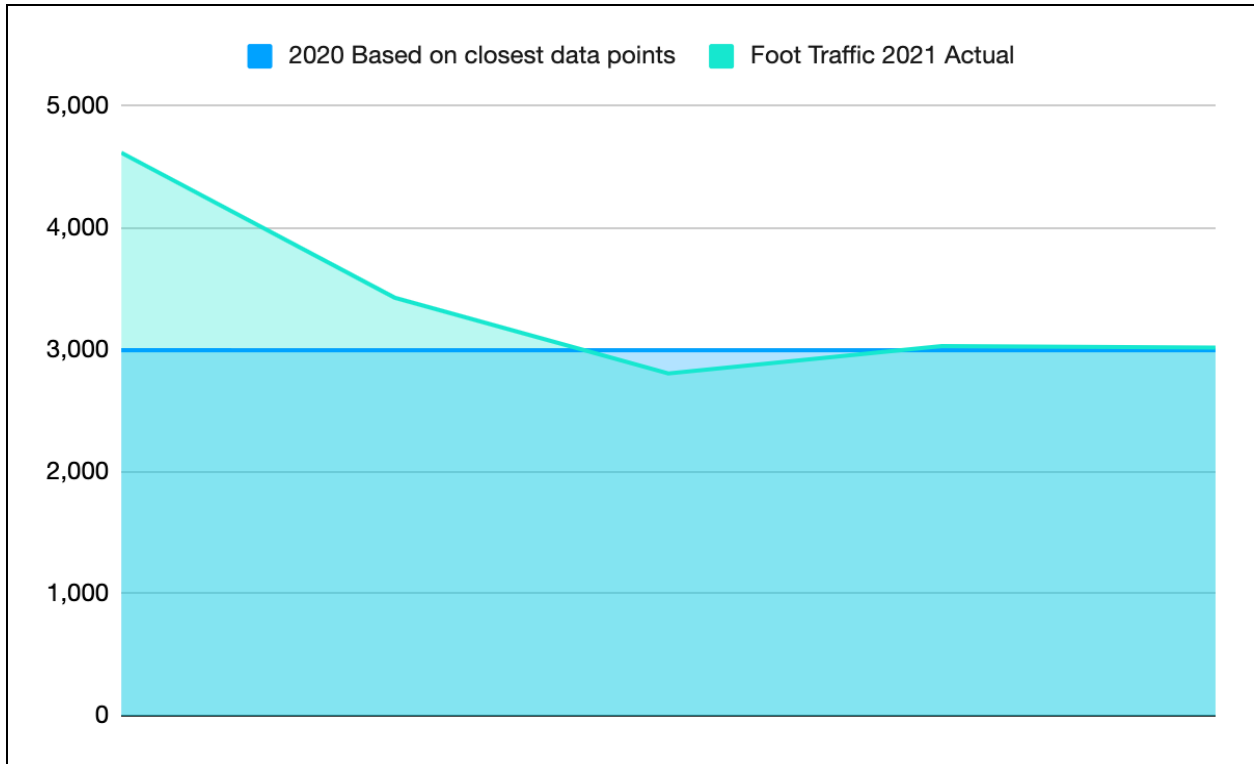
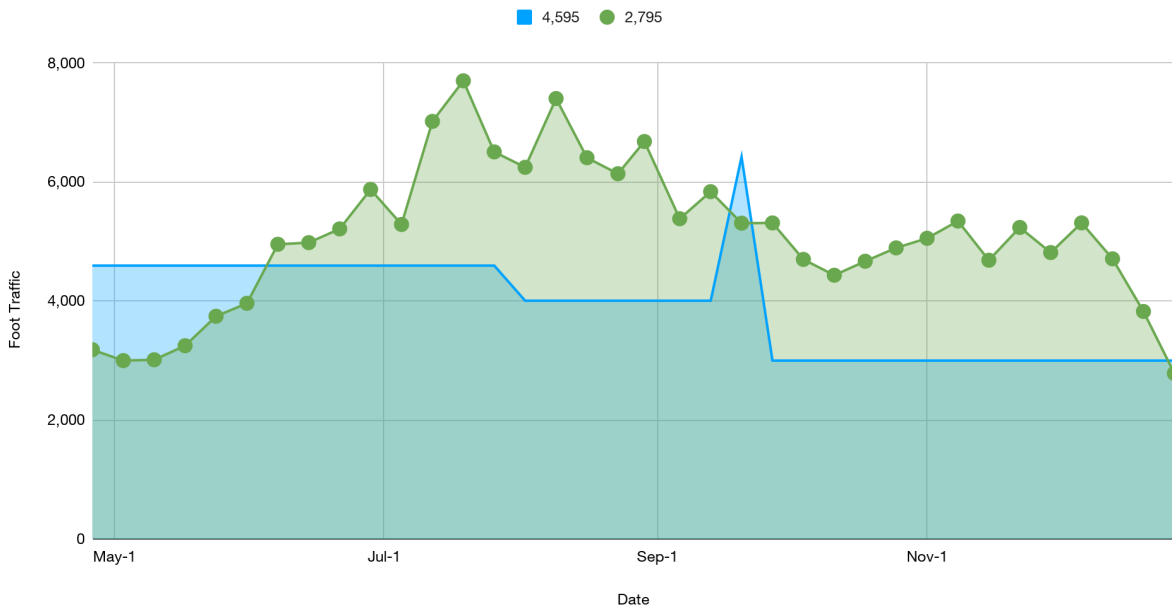
## 8. Pedestrian Counts:

	Dec 27 Jan 2	Jan 3-9	Jan 10-16	Jan 17-23	Jan 24-30	Jan 31-Feb 6
<b>Sunday</b>	260	315	267	250	182	205
<b>Monday</b>	360	569	<b>757</b>	479	440	491
<b>Tuesday</b>	461	723	680	<b>497</b>	427	533
<b>Wednesday</b>	422	657	449	398	<b>530</b>	468
<b>Thursday</b>	<b>530</b>	<b>1,275</b>	446	465	472	<b>589</b>
<b>Friday</b>	322	681	480	460	649	461
<b>Saturday</b>	429	399	350	259	332	273
<b>TOTALS</b>	<b>2,784</b>	<b>4,619</b>	<b>3,429</b>	<b>2,808</b>	<b>3,032</b>	<b>3,020</b>

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2019 : 2020

2019 (based on 5 data points) : 2020 (based on actual)



[For more detailed pedestrian counts click here](#)