



Governance Decisions, Monitoring & Accountability

None

1. Current Significant Matters

EVENTS:

- Quintelicious - Quintelicious is running successfully.
- Al Fresco - Plans will be reviewed at the meeting.

HUMAN RESOURCES:

Kelsey's 12-month maternity leave replacement search will begin Tuesday of this week. We are hoping to have someone start May 1 to overlap a week or 2 with Kelsey. If you have someone that you think would be interested, please contact me.

WIFI UPDATE (Kelsey Moniz)

2. Matters for Approval

- Street Closure Plans
- 2021 Master Plan

(Both included in Events Plan)

3. Finances

Financials for March will be delayed until the April meeting while our bookkeeper works on a few items. See cashflow tracking below:

Cashflow Tracking	
as of Mar 1, 2021	
Main Bank Balance on first day of month	\$37,408
Rev expected for the month	\$75,880
Forecasted expenses	\$46,991
Totals end of month	\$66,297
GIC BMO (00059062049)	\$14,105
End of month forecasted Total Cash	\$80,402

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.

Meeting will be scheduled for this committee in June 2021.

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.

Welcoming Streets has been approved by Hastings County. We have partnered with Mental Health & Addictions for implementation. United Way has also provided funds for 1 day a week coordination of the project for the next few months. This will be contracted out. Design and implementation of the program begins this week with a small working group made up of key agencies. Our aim is to launch in late April, early May.

6. GRANTS:

Update on Grants:

Approved or in progress:

- DMS Video Grant (PROV) - \$10K for video production for members
- DMS Photography Grant (PROV) - \$10K for photography for members
- DMS Squad starts up again Mar 15 - beginning of June. 1 part-time squad member working directly with 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
- Healthy Communities Initiatives (FED) - Benches/Tables, Trail Wayfinding, Pop-ups in the District Grant total = \$175,000
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.

Complete:

- DMS Lab: Final Funds Pending
- Reconnect Grant: Final Funds Pending

To be completed

None

7. Monthly Stats

Incoming and outgoing members:

Property Purchases

- We have only 2 properties left for sale in the BIA boundaries

Business updates:

- New Business: The Sweet Retreat - Bakery - 375 Front St.
- Sativa Bliss at 1 Bridge St. New opening date April 1

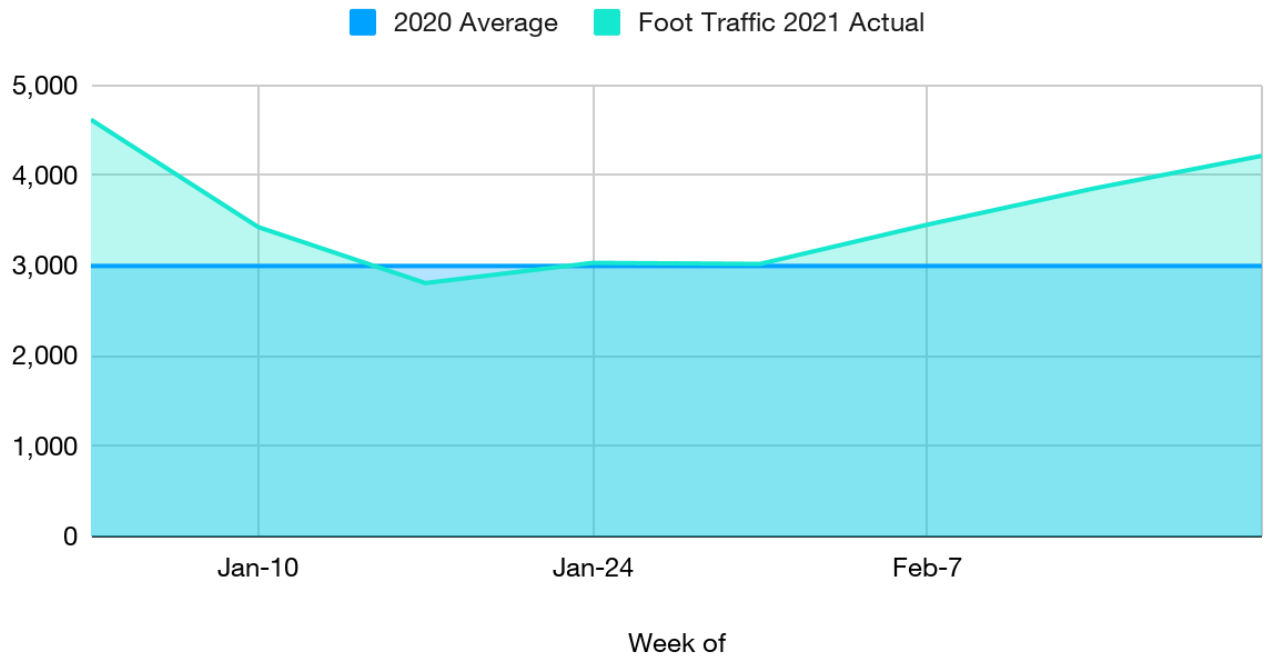
7. Matters for Noting

- A digital recruitment campaign has begun on Facebook and LinkedIn to recruit property owners and business owners to the downtown District.
- Marijo will be on holiday from Wednesday, March 17, Returning to the office Friday, March 26.

8. Pedestrian Counts:

Daily totals	New Year (Winter) January, February, March			
	Feb 7-13	Feb 14-20	Feb 21-27	Average Q1
Sunday	257	378	258	264
Monday	466	301	445	479
Tuesday	593	458	622	555
Wednesday	625	659	775	554
Thursday	564	642	678	629
Friday	574	749	969	594
Saturday	376	671	471	396
TOTALS	3,455	3,858	4,218	3469

2020 Average vs. 2021 Actual



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