



Belleville Downtown District BIA  
Executive Director Report  
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Date: April 20th, 2021

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## **Executive Director Board Report**

This past month has been a challenge for many of our members, particularly in the retail and service industry, and I suspect it's not going to get any easier by the looks of things. Money is running out, supply chains are broken or out of businesses, and predicting traffic or future activity is almost impossible. Most retailers have little to no appetite for the Marketplace or online ordering in general. The coffee shops are about the only ones that are running as close to normal as possible.

### **So what can we do as a BIA?**

1. We can stay in touch with our members where we are able to and listen to them. I don't get the feeling anyone is looking for answers, but rather they just need to talk.
2. We can continue to plan for the future. Summer is coming regardless of COVID-19, and we are doing our best to create a safe, welcoming atmosphere in the downtown core.
3. We will be welcoming a new staff member to replace Kelsey and making sure she is up to speed so that she hits the ground running when Kelsey leaves.
4. DMS continues to work away in the background with our members that are taking advantage of the program.
5. Engagement with street-involved individuals when safe to do so, and work with BPS to keep the streets safe while in lock down.
6. Welcome new members to the community. Engage with property owners that are investing in buildings, and look for recruitment opportunities.
7. Keep positive!

## **Governance Decisions, Monitoring & Accountability**

### **1. Current Significant Issues**

**Al Fresco** plans are continuing to move forward. We are aware of supply chain challenges for ourselves and have started to order items as we can afford them. Because of lumber prices tête-à-tête pricing will increase. I am waiting on the new pricing and it will affect how many sets we can get.

Tête-à-tête and T-shirt artist submission callout has begun. We have asked for help from the art galleries to spread the word. Loyalist College has been given the information to pass onto appropriate deans and students. Centennial High School art program are actually **using it as a project for a few of their senior classes**. If you know of any artist that would be interested in submitting something for either opportunity, please send them to this page: <https://downtownbelleville.ca/artist-submissions/>

We are also working to secure sponsors for each tête-à-tête and would appreciate your help. The sponsorship information is here: <https://downtownbelleville.ca/sponsorship>. **If you are in a position to be a sponsor, know of or have a personal connection to someone that would be interested, please contact me.** The deadline is May 2nd.

**Grants:** Canada Healthy Community Grant and RED Funding Grant both will not be announced until mid-May. The actual funds will most likely not be released until June. This causes some challenges for Al Fresco, but we are doing our best to manage it.

I am looking at a few possibilities for our summer installation. Have a look here at 2 of them:

<https://www.creos.io/en/portfolio/spectrum/>

<https://www.creos.io/en/portfolio/domino-effect/>

**Welcoming Streets:** Mental Health and Addictions has an active job posting out for the WS Steward position. I will be involved in the hiring process. We should have someone in place early May. In addition, a contract coordinator position is being funded by the United Way to assist in the administration, and data collection/analysis that will be needed to get the program going.

Paralleling the hiring and onboarding process, will be a series of co-design workshops with 3 sectors: BIA Board and interested members, engaged social service leaders, and willing street-involved individuals. The workshops will help to identify what the expectations of Welcoming Streets are of the 3 groups. The results will be used to determine the direction of the initiative as we move forward.

**Marketplace:** I'd like to share stats and have a discussion about the future of the Marketplace at the meeting.

## 2. Matters for Approval

None

### 3. Finances

Update on budget forecast, financials and current cash flow projections.

Cashflow Tracking as of April 1	
Main Bank Balance on first day of month	76,303.52
Rev expected for the month	\$11,797
Expenses	\$34,181
Totals end of month	53,919.56
GIC BMO (00059062049)	14114
End of month forecasted Total Cash	68,033.56
	predicted

### 4. Update on Strategic Plan Implementation

Meeting to be scheduled for this committee in June, Report at July board meeting.

### **Informational**

#### 5. Key Accomplishments

Audit will be delivered to Welch this week :-)

#### 6. Monthly Stats

Pedestrian Counts:

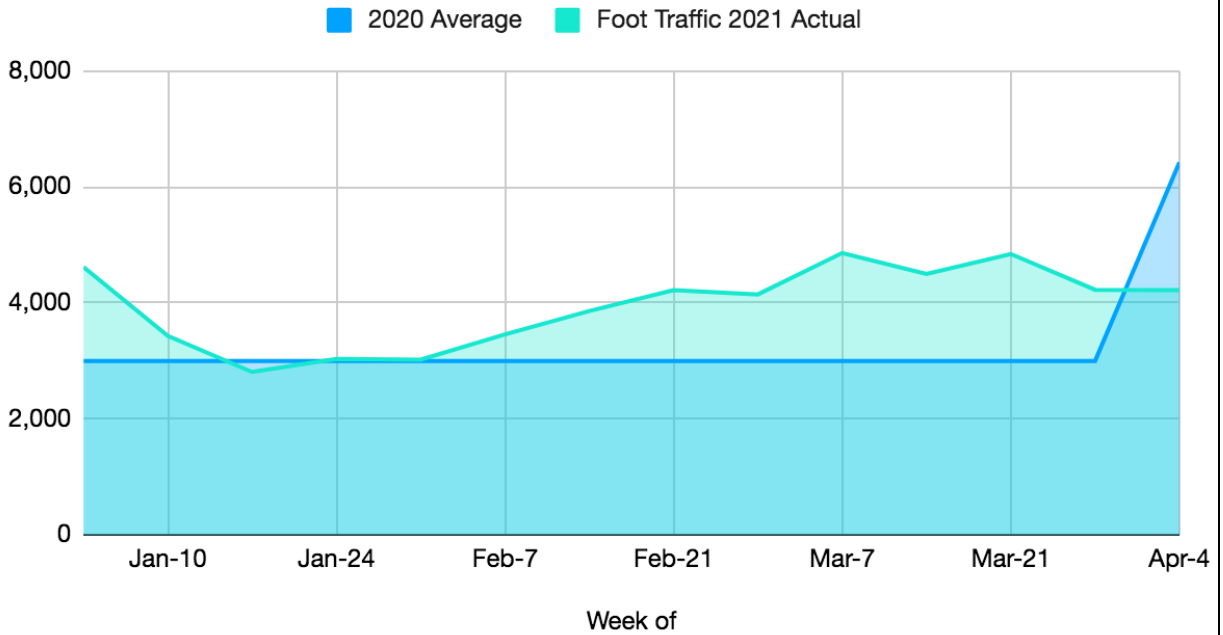
### **Daily Counts 2021**

	Feb 28 Mar 6	Mar 7-13	Mar 14-20	Mar 21-27	Mar 28 Apr 3	Apr 4-10	YTD Average
Sunday	321	247	261	430	172	310	274
Monday	587	654	718	848	726	619	564
Tuesday	643	883	606	847	860	772	640
Wednesday	725	892	640	560	746	710	617
Thursday	645	742	649	785	756	583	655
Friday	656	827	832	596	428	636	621
Saturday	568	615	790	776	537	591	496
TOTALS	4,145	4,860	4,496	4,842	4,225	4,221	3,867

### Best Daily Periods 2021

Week of	Breakfast	Shopping	Coffee Break	Lunch	Happy Hour	Evening	Best Day
Dec 27, 2020	26	378	53	142	23	46	530
Jan 3, 2021	121	<b>863</b>	<b>236</b>	224	40	46	<b>1275</b>
Jan 10, 21	38	606	59	180	28	52	757
Jan 17, 2021	46	346	53	133	30	33	497
Jan 24, 2021	60	451	79	142	48	71	649
Jan 31, 2021	42	437	60	159	25	34	589
Feb 7, 2021	47	489	81	199	32	50	725
Feb 14, 2021	<b>173</b>	534	65	158	39	55	749
Feb 21, 2021	55	684	70	234	<b>55</b>	74	969
Feb 28, 2021	55	514	77	182	31	69	725
Mar 7, 2021	61	674	93	235	42	71	892
Mar 14, 2021	52	593	75	207	49	<b>85</b>	832
Mar 21, 2021	58	598	106	241	38	75	848
Mar 28, 2021	54	620	84	<b>263</b>	<b>56</b>	73	860
<b>Average</b>	<b>65</b>	<b>547</b>	<b>83</b>	<b>183</b>	<b>37</b>	<b>57</b>	<b>766</b>
<b>Date of Best</b>	Sat Feb 20	Thu Jan 7	Thu Jan 7	Tue Mar 30	Tue Mar 30	Wed Feb 24	Thu Jan 7

## 2020 Average vs. 2021 Actual



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

### **Incoming and outgoing members:**

- Purchased: Maze Mall - TBD  
Modern Cafe - Tiger Chicken & Ribs
- Leased: 306 Front St - Harley G's  
392 Front St. - Jim's Computers  
390 Front St - Dental

### 7. Matters for Noting

TBA