



## **Belleville Downtown District BIA Welcomes New Board Chair**

**FOR IMMEDIATE RELEASE – BELLEVILLE** – The Belleville Downtown District Business Improvement Area (BIA) is pleased to announce the appointment of Stacey Kerr as Chair of the Belleville Downtown District BIA Board of Directors, effective Jan 18, 2022.

Ms. Kerr, and her partner, Stuart Long, relocated to the Belleville area in 2020 from the Durham Region after deciding to turn their passion for tabletop games and experiential learning into a career. The couple purchased Scalliwag Toys in February of 2020.

Prior to owning Scalliwag Toys, Ms. Kerr led the planning, coordination and implementation of Ontario BioBlitz events, working with a variety of stakeholders to create opportunities for the public to explore and document urban biodiversity and participate in citizen/community science. Ms. Kerr was also a part of the Town of Whitby Sustainability Advisory Committee, where she worked with other volunteer citizens to advocate for policy changes and programs that foster a more resilient, sustainable community. She also worked with the Royal Ontario Museum as a Biodiversity Storyteller and Creative Producer, coordinating and producing content for a number of projects and events in partnership with Fleming College's Environmental Visual Communication Graduate Certificate program. Ms. Kerr joined the BIA Board of Directors in 2020.

"I accept the role of Chair of the Belleville Downtown District BIA, with immense gratitude. It is a privilege to work with such dedicated Board Members and a passionate Executive Director. I am excited to engage more closely with our Downtown District Businesses, support new and exciting initiatives, and continue to envision a vibrant downtown Belleville for everyone," said Stacey Kerr, Chair of the Belleville Downtown District BIA Board of Directors.

Ms. Kerr will take over the reins as Chair from Kathryn Brown who served as Chair of the Belleville Downtown District BIA Board of Directors for the past three years. During her tenure, Ms. Brown was instrumental in supporting the development of the Belleville Downtown District BIA's Strategic Plan, which helped to position Belleville's Downtown District as a vibrant destination and the thriving centre of our community.

"I am pleased to welcome Stacey Kerr as Chair of the Belleville Downtown District BIA Board of Directors. Since joining the Board in 2020, Stacey has shown a great passion for the Downtown Belleville Community and I am confident that her enthusiasm and passion will bring forth a vibrant post-COVID era," said Luisa Sorrentino, Executive Director of the Belleville Downtown District BIA. "I also want to sincerely thank Kathryn Brown, who has been a steadfast leader through these difficult times and who has continued to support and drive our Strategic Plan forward."

***For more information please contact:***

Caitlin Lavoie, Media Marketing Officer, Belleville Downtown District BIA

[hello@downtownbelleville.ca](mailto:hello@downtownbelleville.ca)

Office: 613.968.2242 Cell: 613.885.1003