



**Board Meeting – August 20 2024– 5:30 pm - 7:00**  
**Location: BIA office 199 Front Street, Suite 208A**

## **AGENDA**

### **1. Call to Order**

1.1. Attendance - Maury, Lindsay, Garnet, Jen, Kim, Jess, Nick, Edie, Matt, Emily \*Absent - Rakesh

1.2. Approval of Agenda

**Motion:** Move the approval of the BIA Board agenda as presented.

**First: Jennifer**

**Second: Lindsay**

**All in favour: all agreed**

### **2. Disclosure of Pecuniary Interest**

### **3. Reading and confirmation of Minutes (July 2024)**

**Motion:** Move the approval of the BIA Board minutes as presented.

**First: Matt**

**Second: Jennifer**

**All in favour: all agreed**

### **4. Message from Chair - Maury Flunder**

### **5. Executive Director Report – Danielle**

Hanoman **Motion:** Move to receive the report. **First: Matt**

**Second: Edie**

**All in favour: all agreed**

### **6. Marketing & Event Debrief – Matilda Aide**

**Motion:** Move to receive the report.

**First: Lindsay**

**Second: Jess**

**All in favour: All agreed**

### **7. Allocate \$7000 to Buskerfest Event**

**Motion:** Move to approve \$7000 to go towards Buskerfest.

**First:**

**Lindsay**

**Second:**

**Jess**

**All in favour: all agreed**



8. Allocate funds towards strategic planning leadership sessions

\$3900 for 2 full sessions with write up (2-3 hour sessions)

\$2250 for 1 session with write up (2-3 hour session)

Motion: approve one session - Kim

First: Maury

Second: Edie

All In favour: All agreed

9. Financial update - starting transition to Quickbooks. Waiting on Quickbooks and the Audit

10. Committees - establish dates and times - priorities and elect a new chairperson

- Vision & Strategic Planning – September 2024 - committee of the whole - September 17th 5:30 pm
- Economic Development - Matt Leonard - September 27th
- Membership & Communication
- Events & Programming - Lindsay Dransfield September 9th at 12pm
- Governance – as needed

**Motion:** Motion that Committees have been updated

**First: Matt**

**Second: Emily**

**All in favour: All agreed**

10. New Business and upcoming event reminders

- Bus Route Discussion - Maury to send letter to City of Belleville
- Rubber Ducky Race - Maury spoke to Moira Conservation and got approval. Wrote rules and regulations

Motion to open discussion for rubber ducky race

First : Maury

Second: Kim

Motion to run event details tbd budget \$1500

First: Maury

Second: Emily

Approve: All agreed

- Mothers Treasure African Store officially opened
- Lavish Studios officially opened
- That Special Touch moved across the street
- The Kafana will be opening mid September

#### 11. Adjournment

**Motion:** Motion to Adjourn

**First: Kim**

**Second:**

**Edie**

**All in favour: All agreed**



**Board Meeting – July 16th 2024– 5:30 pm - 7:00**  
**Location: BIA office 199 Front Street, Suite 208A**

## **AGENDA**

### 1. Call to Order

1.1. Attendance

1.2. Approval of Agenda

**Motion:** Move the approval of the BIA Board agenda as presented.

**First: Maury**

**Second:**

**Lindsay All in**

**favour: Yes**

### 2. Disclosure of Pecuniary Interest

### 3. Reading and confirmation of Minutes (June 2024)

**Motion:** Move the approval of the BIA Board minutes as presented.

**First:**

**Maury**

**Second:**

**Kim**

**All in favour: Yes**

### 4. Message from Chair - Maury Flunder

### 5. Executive Director Report – Danielle Hanoman

### 6. Marketing & Event Debrief – Matilda Aide

### 7. The Bridge Meeting Update

### 8. Bus Route Discussion

**Motion:** Move to write a letter to the City of Belleville to request change of the bus route

**First: Edie**

**Second:**

**Jennifer All in**

**favour: Yes**

### 9. Financial update - starting transition to Quickbooks. Audit starting on July 2nd 2024.

### 10. In Camera Session - Staff Performance Review

### 11. Committees - establish dates and times - priorities







- Vision & Strategic Planning – September 2024 - committee of the whole - all board members are invited to the strategic planning session. Danielle to reach out to Elisha Maguire.
- Economic Development - Matt Leonard
- Membership & Communication
- Events & Programming - Lindsay Dransfield - August 7th 2024
- Governance – as needed - Meeting July 25th with Matt McDonald

**Motion:** Motion that Committees have been updated

**First: Matt**

**Second: Maury**

**All in favour:**

Yes

#### 12. New Business and upcoming event reminders

- Lavish Studios is opening in August
- Pure Honey is leaving the Downtown
- Three Oaks Mission Thrift Store opening this week
- L'Auberge Inn had their grand opening on July 4th.
- New owners at Quinte Corner - The Kafana
- Bubble Tea will be opening on Front and Victoria

#### 13. Adjournment

**Motion:** Motion to Adjourn

**First: Maury**

**Second: Matt**

**All in favour:**

Yes



## Executive Director Board Report Guidelines

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

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

- We have just finished the Caribbean Festival weekend. It was a lot of long days and I would like to acknowledge the hard work and dedication of our team, working Friday, Saturday and Sunday. Matilda did an amazing job and I am so grateful to have her on my team. I would also like to thank Lindsay and Maury for their help on Saturday. The reviews from the public were all positive. Some businesses complained about the festival being too spread out, this is the first year that we used the parking lot across from City Hall. We will do a survey to measure how our Downtown Businesses thought it was and try to find ways to improve.
- We are gearing up for another busy weekend, Buskerfest. This is a 2 day festival, Friday 5-9 and Saturday 11-9pm. Please help us spread the word.
- Yona Harvey will be our new PR and Membership Coordinator. She is starting on Monday August 26th 2024. She is coming to us from the Chamber of Commerce. Looking forward to introducing her to you all at the next board meeting.
- Todd Smith has resigned as MPP. We are hoping to continue the conversations we have been having with whoever replaces him
- Maury and I attended a meeting at City Hall with City staff, BPS and Mayor Ellis to discuss encampments. We are hoping to have a follow up meeting.
- We have informed our members on the process to report an encampment through our newsletter. Please see the information below:

1. Report an Issue (loitering/ tenting/ no criminal activity) – Public Property
  - Call Transportation and Operations Services:  
613-967-3275 (office hours)  
613-968-6482 (urgent after hours)

\*\* 9-1-1 (emergency/ criminal activity)

2. Report an Issue – Private Property
  - Call Police Dispatch  
613-962-3456 (loitering/ trespassing/ non-urgent nature)

\*\* 9-1-1 (emergency/ criminal activity)

3. Property Standards and Bylaw complaint submittal procedures (public or private property if preferred over #1/#2)
  - Complaints via the Property Standards and Bylaw group are not to be submitted via telephone. As with other types of Bylaw and Property Standards complaints, they are to be in writing and are to include the complainants name and contact information. The written complaint may be submitted either directly at City Hall, (second floor) or submitted via the online portal at <https://building.belleville.ca/cityviewportal>. Complaint forms are available at the counter.
  - If an individual has a Property Standards or Bylaw inquiry other than a complaint, Property Standards and Bylaw staff can be contacted at 613-967-3204 or by email [atbylawenforcement@belleville.ca](mailto:atbylawenforcement@belleville.ca)

## 2. Matters for Approval

- Danielle will be applying for a FedDev grant for Enchanted Holiday Market.
- Danielle will be launching the grant through the DBIA for businesses to have events in their store. We will be offering 10, \$250 grants to businesses that submit an application. We are doing this in partnership with BOQ.

## **Informational**

## 5. Key Accomplishments

- I have met with BPS and Steve Van de Hoef, who is now the interim Executive Director of the Bridge. We think it is a good idea to do another membership meeting in September or October. We have been discussing the potential to find land where there can be a safe encampment.

## 6 .Matters for Noting

- Matilda will be off starting on August 26th and back on September 3rd.
- Danielle will be off starting on September 16th to 23rd. We have accumulated a lot of banked time during this month so we are planning to use some of that so it does not pile up.
- Summer Students are coming to an end. Nick, Arin and Abigail have been amazing to work with.



# MEDIA + ANALYTICS DASHBOARD

AUGUST 20TH, 2024

PREPARED BY MATILDA AIDE

July 16th to August 18th 2024

So many interviews have been happening around Caribbean Festival! [Check out Danielle's Interview with DBoss on Bell Fibe!](#)

[Article from Curiosity](#)  
[Blog on BOQRMB](#)



**Then & Now in Downtown  
Belleville: 394-400 Front St.**

Read time: 5 min



THE INTELLIGENCER

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News

## Derek Baldwin

Published Aug 11, 2024 • Last updated 4 days ago • 2 minute read

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## Derek Baldwin

Published Jul 31, 2024 • 2 minute read

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The opening of new Belleville Community Policing Office in Downtown Belleville Thursday is a

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**KNOW WHEN THEY MADE IT HOME**

**RELEASE: Grand Opening of Three Oaks Thrift in the Belleville Downtown District**

Belleville, ON, Canada / Quinte News

Alan-Michael Steele  
Jul 17, 2024 | 5:10 PM

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JOHN DEERE

DEERHAVEN

## Belleville Caribbean Festival

Belleville, ON, Canada / Qu

Tim Durkin  
Aug 17, 2024 | 7:47 AM

Belleville Caribbean Festival - Day 1

# SOCIAL MEDIA

July 13- August 20th

**Current Followers:**

Instagram: 9,634

Facebook: 10,556

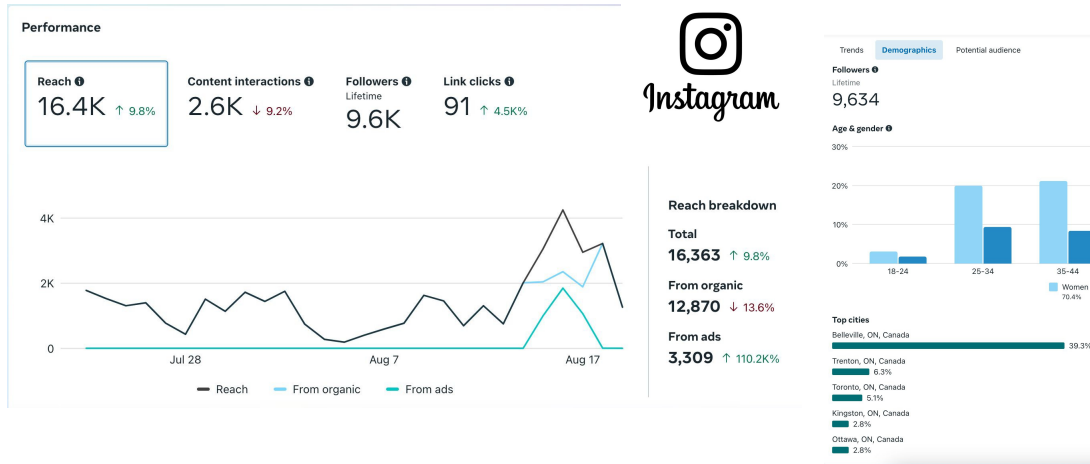
**New followers last 30 days:**

Instagram: 109 (223 last month)

Facebook: 107 (170 last month)

**Instagram page comparison**

: City of Belleville: 4,789 Discoverer Belleville: 5,120 Belleville Chamber: 2,087 BOQ Regional Marketing Board: **15.2K** Queen Street West BIA: 6,231 Downtown Kingston: 26.5K



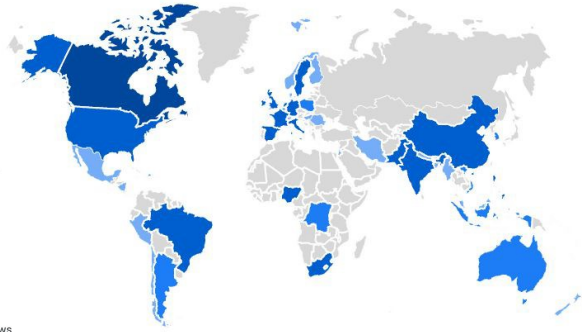
# WEBSITE

July 16th to August 20th

Toronto engagement skyrocketed to the top, Caribbean Festival sure to be explanation for this!

Event page is huge portion of what people are looking for on our site. Making sure our information is up to date.

Users by Country



COUNTRY

- Canada
- United States
- United Kingdom
- Ireland
- India
- China
- South Africa

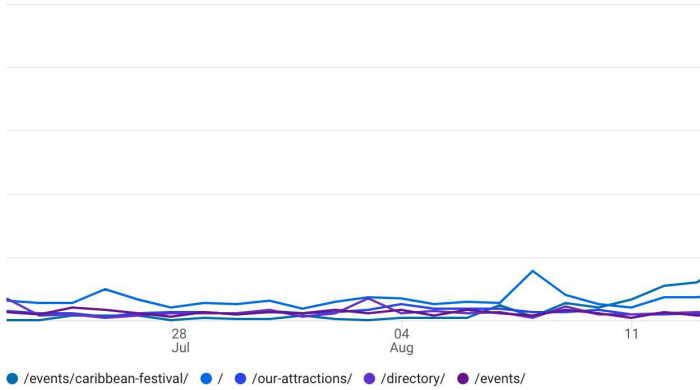
Users by City

CITY	USERS
Toronto	2.1K
Belleville	1.7K
Quinte West	319
Montreal	269
Ottawa	263
London	211
Prince Edward	185



Page path and screen class	Views
	15,065 100% of total
1 /events/caribbean-festival/	2,646
2 /	2,172
3 /our-attractions/	704
4 /directory/	680
5 /events/	657
6 /events/buskerfest/	386
7 /events/enchanted/	324
8 /getting-around/	283
9 /discover-the-district/	238
10 /directory/pho-viet/	144

Views by Page path and screen class over time



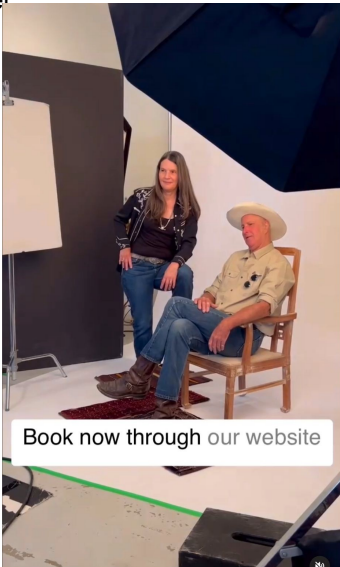


# Stories of Downtown

Each week we put out a blog, portrait and reel about a Downtown Business! Not only does this campaign help shed light on our wonderful stores, it also has amazing impact on the store owner feeling valued and apart of our Downtown community.

Several business owners have thanked us for this campaign and are so happy to be getting to know each other better

Watch now!





downtownbelleville

Tash + You (Instrumental)



downtownbelleville

Stories of Downtown - Blue Violin

212 Front St, Belleville, ON.

"Walking through downtown Belleville, it's impossible not to fall in love with the buildings. Each structure tells a story..."

To continue reading about Kim and Zubin's amazing business and story click the link in bio under news and articles...

Photography by @cgentilephotography  
Hair and makeup by @bohemianbeautyspa  
Featured business @blueviolin1  
Made possible by @bayofquinte

#storiesofdowntown #downtownbelleville #localbusiness #coverphoto #portraitphotography #bellevilleontario #gettoknowtheowner #feature #smallbusiness #shoplocal #bayofquinte

1w

tpetsbelleville

6d 1 like Reply

trailheadktownbelleville

6d 1 like Reply

View insights


Boost reel

Like Comment Share

Liked by keepitsimplebarber and 67 others

7 days ago

Screenshot



downtown

212 Front St, Belleville, ON.

"Walking through downtown Belleville, it's impossible not to fall in love with the buildings. Each structure tells a story..."

To continue reading about Kim and Zubin's amazing business and story click the link in bio under news and articles...

Photography by @cgentilephotography  
Hair and makeup by @bohemianbeautyspa  
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#storiesofdowntown #downtownbelleville #localbusiness #coverphoto #portraitphotography #bellevilleontario #gettoknowtheowner #feature #smallbusiness #shoplocal #bayofquinte

1w

View insights

Like Comment Share

Liked by keepitsimplebarber and 67 others

7 days ago

Screenshot

# Events & Campaigns

## Grand Openings!

Lavish Studios and Mother's Treasure African Store opened this month! Both are wonderful additions to downtown, check out [Lavish studio's video](#)

Revive Studio opened with grand opening in October La Kafana will be opening in the next month\*\*

## Caribbean Festival Complete!




## Busker Fest Up Next!

This Friday and Saturday it's Buskerfest!! 11 performers, 30 show!

<https://www.youtube.com/watch?v=9oDnsbyQOI8>





**MARTIKA DANIELS**

With over a decade of sideshow entertainment industry experience, Martika is one of the most in-demand sideshow performers in the Midwest. From designing her own stunts to teaching classes and workshops, Martika eats, sleeps, and breathes sideshow entertainment.

**BUSKERFEST AUG 23-24 2024**

**INTERNATIONAL BUSKERS**

**Downtown Belleville Buskers**

**FIRE DANCERS**

**MARKET VENDORS**

**AUGUST 23**

**FRIDAY • 5PM - 10PM**

**FIRE SPECTACULAR • FRIDAY AUGUST 23**

**PERFORMERS WORK FOR GRATUIT**

**FRONT ST. & MARKET**

FOR SCHEDULES AND LIST OF PERFORMERS PLEASE VISIT DOWNTOWN

# Welcoming Streets Update

Danielle to give update on status

Welcoming Streets hosted another successful Welcoming Streets 101 info-session! In this session Welcoming Streets discussed how the team works together to respond to calls of concern, while providing downtown stakeholders and business owners with practical information to help navigate uncertain situations. Welcoming Streets continues to work with community partners and stakeholders, to create a safe and welcoming downtown for all.

Month of JULY stats:

**329 Unique Interactions**

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calls  
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40 meetings with

stakeholders and

community partners

Individualized supports

include connections to

- Three Oaks Shelter
- St. Vincent de Paul Thrift Store
- Grace Inn Shelter
- Hastings County's Community Response Team
- Local Food Banks
- Community Paramedics

Agency  
locating  
an  
individu  
al 1  
time  
First aid  
offered  
3 times

Welcoming

JUNE 20



**CONDUCTED  
WELLNESS CHECKS**  
TO MEMBERS OF OUR COMMUNITY  
**13 TIMES**

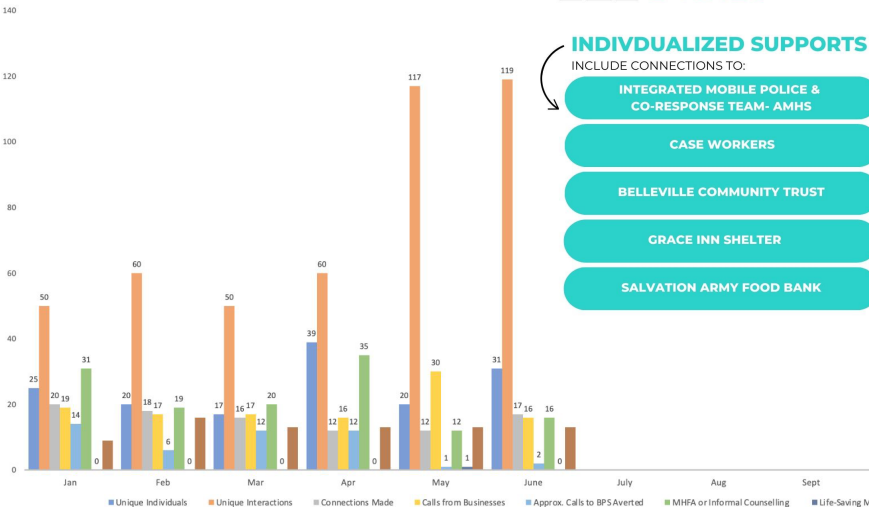


**16**  
CALLS FROM  
STAKEHOLDERS



OUTSIDE AGENCY SEEKING  
ASSISTANCE FROM  
WELCOMING STREETS  
**2 TIMES**

Welcoming



**INDIVIDUALIZED SUPPORTS**  
INCLUDE CONNECTIONS TO:

INTEGRATED MOBILE POLICE &  
CO-RESPONSE TEAM- AMHS

CASE WORKERS

BELLEVILLE COMMUNITY TRUST

GRACE INN SHELTER

SALVATION ARMY FOOD BANK