



BOARD OF DIRECTORS MEETING MINUTES

Date: **Monday, October 19, 2020**

Time: **5:15pm**

Location: <https://us02web.zoom.us/j/82948356640?pwd=enMwaWpXOXdiL0JrRS9zeWtzT3poQT09>

Invited: Dave Carnegie, Chair
Councillor Hill
Lyndsay Wise
Yafan Huang

Mayor Paterson (6:46 exit)
Judith Pineault
Gillian Watters
John Sheridan

Councillor Oosterhof – 5:25pm
Bill Durnford
Don Aldridge

Staff: Donna Gillespie
Ian Murdoch

Kirk Smallridge
Andrew Bacchus

Craig Desjardins

Regrets: Councillor Boehme
Lanie Hurdle (ex officio)
Megan Knott (ex officio)

1. Call to Order

- The meeting was called to order by Chair, Dave Carnegie, at 5:16pm. Carried.

2. Approval of Agenda

- Motion to** “Approve the agenda;” Moved by Don Aldridge. Seconded by John Sheridan. Carried.

3. Disclosure of Conflict of Interest

- None

4. Approval of the Minutes

- Motion to** “Approve the minutes of the September 21, 2020 Board of Directors meeting;” Moved by John Sheridan. Seconded by Judith Pineault. Carried.
- Motion to** “Approve the minutes of the September 17, 2020 Finance & Audit Committee meeting;” Moved by Gillian Watters. Seconded by Don Aldridge. Carried.
- Motion to** “Approve the minutes of the August 2, 2018 HR & Nominations Committee meeting;” Moved by Bill Durnford. Seconded by John Sheridan. Carried.

5. Business Arising from the Minutes

- Donna Gillespie provided an update relating to the 2021 Board of Directors recruitment timelines and vacancies. Applications will be open from October 19 until November 6. The City Clerk’s Office is promoting five vacancies for the Kingston Economic Development Board. It was noted that four Directors expressed interested in continuing to serve on the Board.



BOARD OF DIRECTORS MEETING MINUTES

6. Partner Updates

Airport Advisory Committee

- Craig Desjardins informed the Board of discussions to explore a third-party governance model at Kingston Airport with an airport authority. Research will be presented to the Committee.
- Craig briefed the Board on FlyGTA success with Kingston to date and updated on a prospective carrier that will provide additional connections out of Kingston Airport. The Board discussed FlyGTA's flight schedule and frequency of flights to/from Kingston.

City of Kingston/ Kingston Economic Recovery Team

- Mayor Paterson provided a briefing to the Board on challenges identified during Economic Recovery Team meetings. The recovery team is exploring strategies to support businesses during COVID-19 with marketing initiatives to encourage consumer confidence while adhering to Public Health Safety guidelines.
- The Board discussed the Love Kingston campaign and Tourism Business Support Program being administered by the Corporation. The Board identified the importance of supporting local and discussed an initiative to create an economic bubble to encourage travel between neighbouring counties of Leeds & Greenville and Hastings & Prince Edward County.

Tourism Kingston

- Donna provided an update on behalf of Tourism Kingston and explained campaigns being developed to encourage tourist travel and product development during the winter season. Donna noted the Visitor Information Centre will be closed until June 2021.
- The Board discussed the impact of COVID-19 on the Municipal Accommodation Tax and potential changes to how the tax operates.

7. CEO Update

COVID-19 Response & Recovery

- Donna discussed further the Tourism Business Support Program and explained outreach strategies to increase applications.
- The Corporation received confirmation from the Province to augment the Small Business Enterprise Centre to increase the capacity to support small to medium enterprises. Donna reviewed plans to augment supports and services to small businesses with the Board.
- The Love Kingston reached over 1,600,000 video impressions and has added new videos to promote local businesses.
- Ian Murdoch briefed the Board on findings from the business impact survey issued by the Corporation and explained how the data will be used to create support programs for local businesses impacted the most by COVID-19.

Active Investment Opportunities

- The Business Development Team briefed the Board on active investment portfolios. Many prospective leads are in early stages as investors look to continue projects. The Board discussed the lack of serviced business land and how the Corporation could support the addition of new land for businesses. Mayor Paterson noted that City Council planned a special meeting to discuss rural economic development opportunities and explained considerations such as increasing the Urban Growth Boundary.
- Craig provided an update on workforce initiatives being pursued by the City of Kingston and a partnered initiative with KEYS to assist end users with job searching.



BOARD OF DIRECTORS MEETING MINUTES

8. Integrated Economic Development Strategic Plan Stakeholder & Community Engagement

- Donna informed the Board that a draft framework of the Integrated Economic Development Strategic Plan was circulated for review and noted that an update report was submitted to City Council by the Chief Executive Office. The Board discussed identifying private business and public sector community champions to support the rollout of the new Integrated Economic Development Strategic Plan.
- Donna informed the Board on communication around the public engagement survey through City channels. The Board discussed how the survey feedback would be incorporated into overall strategy.
- The Board discussed metrics to incorporate into the new service level agreement between the Corporation and the City of Kingston as a part of the overall strategy.

9. Other Business 2021 Draft Budget

- Donna presented the 2021 draft budget at \$2,634,650. The represented a 0% increase in municipal funding and reduce the Corporation dependence on the City for 55% of the overall budget. The finalized budget will be presented to the City Treasurer in January of 2021.
- The Board discussed strategies to develop the operating budget to incorporate the direction of the new strategic plan and cluster development. The 2021 budget will need to reflect ongoing COVID-19 Response & Recovery initiatives as well as work to advance future strategies.

10. In Camera (if Required)

- None

11. Date of Next Meetings

- Monday, November 23, 2020 – Board of Directors Meeting @5:15pm
- Meeting with Stiletto – to review community feedback and hold discussion with Board prior to submission to council.
- Thursday, November 19, 2020 – Finance & Audit Committee Meeting @10:00am
- TBD – HR & Nominations – around November 18 to review 2021 Board applications and provide a recommendation to City of Kingston Nomination’s Committee.

12. Adjournment

- **Motion to “Adjourn the Board of Directors meeting;”** moved by Don Aldridge. Seconded by John Sheridan. Carried. 7:17pm.

Dave Carnegie, Chair

Director

Date



KINGSTON ECONOMIC
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BOARD OF DIRECTORS MEETING MINUTES