



BOARD OF DIRECTORS MEETING AGENDA

Date: Monday, July 26, 2021 Time: 5:15pm

In Person Location: Four Points by Sheraton, Old Stones Room - 285 King St E, Kingston, ON K7L 3B1

Virtual Location: <https://us02web.zoom.us/j/89565908578>

Invited:	Gillian Watters, Chair	Mayor Paterson	Councillor Hill
	Councillor Holland	Councillor Oosterhof	Anne Vivian-Scott
	Dave Carnegie	John Sheridan	Lyndsay Wise
	Ryan DaSilva	Yafan Huang	Cathy Wilson
	Lanie Hurdle (ex officio)	Megan Knott (ex officio)	
Staff:	Donna Gillespie	Kirk Smallridge	Nour Mazloum
	Shelley Hirstwood	Abdul Jendi	Norman Musengimana

City Resource: Craig Desjardins, Director, Office of Strategy, Innovation & Partnerships

Presenters: Kathleen Vollebregt – Avenue Strategy, Founder
Rob Howard – Untold Storytelling, Senior Brand Strategist

1. Call to Order

2. Land Acknowledgment Statement

Kingston Economic Development Corporation acknowledges that we are situated on the traditional homeland of the Anishinaabe, Haudenosaunee and the Huron-Wendat and thank these nations for their care and stewardship over this shared land. Kingston Economic Development Corporation is committed to improving and strengthening relationships with Indigenous peoples and all residents to pursue a united path of reconciliation and economic prosperity.

3. Welcome & Introductions – New Board Director Cathy Wilson

4. Disclosure of Conflict of Interest

5. Consent Agenda

All items listed on the Consent Agenda shall be the subject of one motion. Any member may ask for an item(s) to be separated from that motion to be dealt with separately.

- I. Approval of Agenda
- II. Approval of the May 31, 2021 Board of Directors Meeting Minutes
- III. Approval of the April 12, 2021 Finance & Audit Committee Meeting Minutes
- IV. City of Kingston Updates – June & July
- V. Tourism Kingston Updates – June & July

Motion to accept reports and approve agenda and minutes.

Mover:

Seconder:

6. Business Arising from Items in the Consent Agenda

Our Mission

Provide dynamic and collaborative leadership by leveraging Kingston's unique assets to create jobs and investment in order to sustain, grow and transform Kingston's economy to meet the needs of the 21st century. We aim to be one of Canada's leading economies.



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7. CEO Reports
 - I. *June & July Updates*
 - II. *Q2 Report & Mid-Year Results*

8. Branding Presentation & Discussion: Kathleen Vollebregt & Rob Howard
 - Alignment with IEDSP: Enhance Marketing & Communications*
 - Recommendation 8 - Align Kingston Branding among Key Partners & Stakeholders*
 - Recommendation 9 - Consider Renaming Kingston Economic Development to invest Kingston*
 - III. *Profiles of Branding Resources*
 - IV. *Place Branding – recap of research undertaken in 2018*
 - V. *Tourism Kingston Destination Brand*
 - VI. *Community Brand Framework*

9. New Business

10. Continuing Business

11. Other Business

12. In Camera (if needed)

13. Date of Next Meetings
 - Monday, September 27, 2021 – Board of Directors Meeting – 5:15pm

14. Adjournment
 - Motion to adjourn.*
 - Mover:

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