



Staff Report

Report To: River District Board of Management
Report From: Allison Penner, Deputy Clerk
Meeting Date: March 12, 2025
Report Code: CR-25-031
Subject: 2025 River District Block Captains Update

Recommendations:

THAT in consideration of Staff Report CR-25-031 respecting 2025 River District Block Captains Update, the River District Board of Management directs staff to:

1. Update the River District Block Captain map as discussed in the meeting; and
2. Add the River District Block Captain map to the River District website including each Block Captain's contact information.

Highlights:

- Block Captains act as a first point of contact between businesses and the River District Board.
- There is currently one vacant Block Captain position.
- Leveraging the River District Board of Management (RDBM) and community members for the River District Block Captain role helps to facilitate a community of support for businesses and strong communication.

River District Action Plan Alignment:

- Strategic Objective: Learn from and lean on others to build success.
 - Recommendation: Create the environment to attract businesses.

- Tactic
- 6. Cluster and develop assets that will attract the target market.
 - b. Mentor potential new River District entrepreneurs. Develop and implement an entrepreneurial support program (or collaborate with an existing program such as Catapult Grey Bruce) to support potential new businesses which will be located in the city's downtown. The program could include mentoring, a familiarization tour by a current business owner or city representative, and/or an online resource for business planning.

Climate and Environmental Implications:

There are no anticipated climate or environmental impacts.

Previous Report/Authority:

[River District Constitution](#)

[Report CS-23-029 Owen Sound River District Block Captains](#)

River District Board of Management Resolution No. RD-230308-004

"THAT in consideration of Staff Report CS-23-029 respecting Owen Sound River District Block Captains, the River District Board of Management:

- 1. Approves the responsibilities of River District Block Captains as outlined in the report;**
- 2. Authorizes staff to update the River District Block Captains map with new board members; and**
- 3. Directs staff to change the River District Block Captains map on the owensoundriverdistrict.ca website with each Block Captain's contact information and a list of the responsibilities of the Block Captains."**

Background:

The River District Block Captain map was last reviewed in its entirety in March 2023. At that time, the roles and responsibilities of River District Block

Captains were approved by River District Board of Management Resolution No. RD-230308-004. The same resolution granted staff the authority to solicit volunteers to fill Block Captain position vacancies that arise from time to time.

Two new RDBM Directors began their terms on February 1, 2025. There is currently one vacant Block Captain position.

Analysis:

The purpose of this report is to provide an overview of the Block Captain program and recommend that the Board review the current Block Captain map, ensure that all Block Captain positions are filled, and make changes to current Block Captain assignments, if so desired by the Board.

Role of Block Captains

The roles and responsibilities of River District Block Captains are to:

- Welcome new businesses or operators of businesses;
- Act as a River District ambassador promoting positive experiences in person and online;
- Help encourage new businesses to participate in upcoming events, initiatives, or important RDBM agenda items;
- Support staff in the distribution of physical materials and promote the River District Review Newsletter as the main point for information;
- Obtain feedback on initiatives where feedback from the membership is warranted and share with the River District Coordinator and Board as appropriate;
- Provide feedback to the RDBM members who represent the membership;
- Ensure businesses know who the point of contact is with the City for various communications, resources, or concerns;
- Act as a liaison between City staff, the RDBM, and River District membership; and
- Facilitate cooperation among businesses.

Staff are not recommending any changes to the roles or responsibilities of the Block Captains at this time.

Review of Block Captain Map

The Block Captain map including current Block Captains is attached to the report. One Block Captain position is currently vacant. Staff are seeking the Board's direction to fill the vacant position and requesting that the Board consider at this time any desired changes to the blocks assigned to each of the respective Block Captains.

Financial Implications:

None.

Communication Strategy:

This report to the River District Board of Management for approval. River District Block Captain information will be shared through the River District Newsletter as well as any welcome emails shared with new businesses or new business operators. The updated Block Captain map and Block Captain contact information will be available on the River District website.

Consultation:

River District Coordinator

Attachments:

River District Block Captain Map (2024)

Recommended by:

Allison Penner, Deputy Clerk
Briana Bloomfield, City Clerk
Kate Allan, Director of Corporate Services

Submission approved by:

Tim Simmonds, City Manager

For more information on this report, please contact Allison Penner, Deputy Clerk at apenner@owensound.ca or 519-376-4440 ext. 1235.