



PRESCOTT BIA BOARD OF MANAGEMENT

AGENDA

September 10th, 2024 | 5:30 p.m.

Council Chamber, 360 Dibble Street West (2nd Floor), Prescott, ON (Board and Staff)

Public Access via Fort Town TV -

<https://www.youtube.com/channel/UCligB93IqnjmXN8mQ7XOENA>

1. Call to Order

2. Approval of the Agenda

Recommendation: *"That the agenda be accepted as presented"*

3. Declarations of Interest

4. Delegations/Presentations

5. Minutes of the Previous Meeting

Recommendation: *"That the minutes dated August 13th, 2024, be accepted as presented."*

6. Financial Report

Recommendation: *"That the Financial Report be accepted as presented."*

7. Chair Updates

8. Staff Updates

a. Staff Updates

- i. Summer Season Wrap-up*
- ii. Business View Feature*
- iii. Small Business Week 2024*
- iv. Downtown Business & Development Update*
 - 1. Downtown CIP Projects*
 - 2. Business Milestones*

What is a BIA?

A Business Improvement Area (BIA) is an association of commercial property owners and tenants within a defined area who work in partnership with the Municipality to create thriving and safe business areas that attract shoppers, diners, tourists, and new businesses. By working collectively as a BIA, local businesses have the resource capacity (funds and people) to actively enhance the quality of life in their local neighbourhood and the Municipality as a whole.

3. Upcoming Events

9. Agenda Items

a. *Halloween Town – October 26th*

Recommendation: “That the BIA Board of Management allocate up to \$1000 to Halloween Town activations at the Prescott Pop-Ups and throughout the Downtown.”

b. *Seasonal Events & Promotions Working Group*

Recommendation: “That the BIA Board of Management establish a Seasonal Events & Promotions Working Group to meet as needed through November 30th.”

c. *Bilingual Welcome Signage*

Recommendation: “That the BIA Board of Management allocate \$500 to assist with the purchase of Bilingual Welcome Signage.”

d. *Municipal Rebranding Strategy Discussion*

10. Committee Roundtable

a. *New Business from Members*

b. *Upcoming Committee Meetings*

11. Adjournment

Recommendation: “That the meeting be adjourned to October 8th, 2024 at 5:30 pm.”

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PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

August 12th, 2024 | 5:30 p.m.

Council Chambers, Prescott Town Hall, 360 Dibble Street West

Attendance:

Board: Councilor Tracey Young, Councilor Ruth Lockett, Belinda Ballentine, Jeanne Fox-Dibble, Holly Patenaude, Nicole Hudson, Charity Moran, Terry Ghaney.

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

Vice-Chair Tracey Young called the meeting to order at 5:31 PM

2. Approval of the Agenda

Moved by Charity Moran, seconded by Nicole Hudson, that the Agenda be accepted as presented.

CARRIED.

3. Declarations of Interest - None

4. Delegations/Presentations - None

5. Minutes of the Previous Meeting:

Moved by Jeanne Fox-Dibble, seconded by Ruth Lockett that the minutes dated July 9th, 2024 be accepted as presented.

CARRIED.

6. Financial Report

Treasurer Nicole Hudson presented the Budget Update for July

Moved by Jeanne Fox-Dibble, seconded by Holly Patenaude that the Financial Report be accepted as presented.

CARRIED.

7. Chair's Report

Vice-Chair Tracey Young highlighted the St. Lawrence Shakespeare Festival's upcoming Play On! Performances. She also highlighted the Civic Holiday Weekend event and thanked the Special Events committee.

8. Committee Reports

a. Working Group Meeting

Justin briefly discussed the Working Group meeting of July 25th, with the outcome to be discussed in the Staff Updates.

9. Staff Updates

a. Staff Updates

i. Civic Holiday Wrap-Up – King Street Promenade

Justin highlighted activities and events associated with the Civic Weekend King Street Promenade event held on August 3rd, as well as the community group and business participation. Board members discussed the positive feedback from the event, and agreed they would like to see the event become an annual occurrence.

ii. Other Recent Events

1. Poutine Feast

Poutine Feast was held on July 18-21 at the event site beside the Prescott Pop-Ups. Five food vendors were on site for the weekend, and live entertainment was held throughout. The BIA and Explore Facebook page also promoted local restaurant poutines as part of the lead-up to the event.

2. *Spiritual Wellness Fair*

The 2nd annual Spiritual Wellness Fair was held on August 12th at the Pop-Ups event site. More than 30 vendors were on-site, with live music from IssaBel and Amanda Keeley. The event is organized and hosted by Star Wellness, a Downtown Prescott business.

iii. *Downtown Art Update*

Justin provided an update on the Downtown Art project. Numerous tiles have now been painted at the Creation Station at the Prescott Pop-Ups, and tiles were available for painting at the King Street Promenade. Tiles would continue to be available through the end of the Pop-Up season.

iv. *StopGap.ca Update*

Justin provided an update on the StopGap.ca ramp project. He has spoken with StopGap.ca about potential RiverWalk District branding on the ramps, and the shipping and turnaround time. Ramps should be in place in the fall.

v. *Associate Member Program Update*

Dana informed the Board that Council has approved the Associate Member program. Recruitment will start for potential members.

vi. *RiverWalk Thursdays Update*

Justin provided an update on the RiverWalk Thursdays event. Weather has been a factor on multiple recent Thursdays.

vii. *Downtown Business & Development Update*

Dana provided an update on recent business openings and anniversaries, as well as upcoming events.

10. Committee Roundtable

a. New Business from Members

i. Resignation - Charity Moran

Charity Moran informed the Board that with her recent move to her new location she is no longer eligible to serve on the Board of Management, and tendered her resignation.

Moved by Ruth Lockett, seconded by Jeanne Fox-Dibble that the Board accept Charity Moran's resignation with deep regret, and invite her to join the Downtown Prescott BIA as an Associate Member.

CARRIED.

11. Adjournment

Moved by Holly Patenaude, seconded by Nicole Hudson that the meeting be adjourned to September 10th, 2024 at 5:30 pm.

CARRIED.

Prescott BIA - September 2024

Item	2024 Budget	2024 Allocation
Revenue		
BIA Levy	29,000	29,000
Total Revenue	29,000	29,000
Expenses		
Administration		
Co-coordinator Expense	10,000	10,000
		250 AGM Expense
		249 OBIAA Membership
Subtotal	10,000	10,499
Marketing and Promotion		
Digital Marketing	1,000	380 Tourism Guide Ad
Summer Promotions	2,500	4,000 Trolley Tours, Passport, Thursdays, Civic Weekend
Halloween Promotions	1,000	
Holiday (Christmas) Promotions	2,500	
Sponsorships	2,000	2,487 2023 Elves, Make a Splash, Leo Boivin Showcase, PFSC Ice Show, IWD 2024, EOFA Ad, Shakespeare, Folkfest
Subtotal	9,000	6,867
Physical Improvements		
Streetscaping Fund Transfer	3,000	
Public Art	2,000	2,000
Other Beautification	5,000	
Subtotal	10,000	2,000
Subtotal	29,000	19,365
Total Operating Expenses	29,000	19,365
Surplus / (Deficit)	-	9,635

General Reserves	
Balance at January 1, 2023	55,013
Surplus (Deficit) from 2023	(14,615)
Less: Transfer to Streetscape Reserve	(15,000)
Balance at December 31, 2023	25,399
Less:	
2024 Public Art	(1,000)
2024 StopGap.ca	(4,000)
Remaining Balance	20,399

Streetscape Reserve	
Balance at January 1, 2023	-
Add: Transfer from General Reserve	15,000
Balance at December 31, 2023	15,000
Remaining Balance	15,000

SEPTEMBER 2024

BIA BOARD OF MANAGEMENT



River Walk Thursdays

Shop Late 🍷 Live Music 🎸 Dine Out

- HELD ON EIGHT THURSDAYS
- LIVE MUSIC AND MARKET FOR EACH
- MUSIC ARRANGED BY FOLKFEST IN WEEKS LEADING UP TO EVENT TO HELP PROMOTE FESTIVAL



Summer Passport



Shop



Taste



Explore

PRESCOTT
THE FORT TOWN
EST 1784
#ExplorePrescottON

DOWNTOWN
PRESCOTT
RiverWalk
District

- OVER 100 COMPLETED PASSPORTS
- 46 PARTICIPATING BUSINESSES & LOCATIONS
- EIGHT WEEKLY WINNERS & ONE GRAND PRIZE WINNER CHOSEN



5th Annual
**UPPER CANADA
 FOLKFEST**

Saturday
 August 24
 at the Kinsmen
 Amphitheatre
 in Prescott
 Ontario

*It's time
 to get your
 tickets!*

Twin Flames Aleks Campaigne Ray Harris Briana Doyle Graham Lindsey Emma Lamontagne



- INCREASE IN TICKET SALES OVER 2023
- BIA & TOWN OF PRESCOTT SUPPORT
- PLANS TO RETURN IN 2025



END OF SEASON UPDATES

- RIVERWALK PROMENADE
 - CLOSED FOR SEASON
- FARMERS' MARKET
 - RELOCATING TO PRESCOTT
- PATIOS
 - WILL BE IN PLACE UNTIL THANKSGIVING WEEKEND

Business View Feature

PRESCOTT, ON

THE “FORT TOWN” CHARTS A NEW COURSE



AT A GLANCE
PRESCOTT, ONTARIO

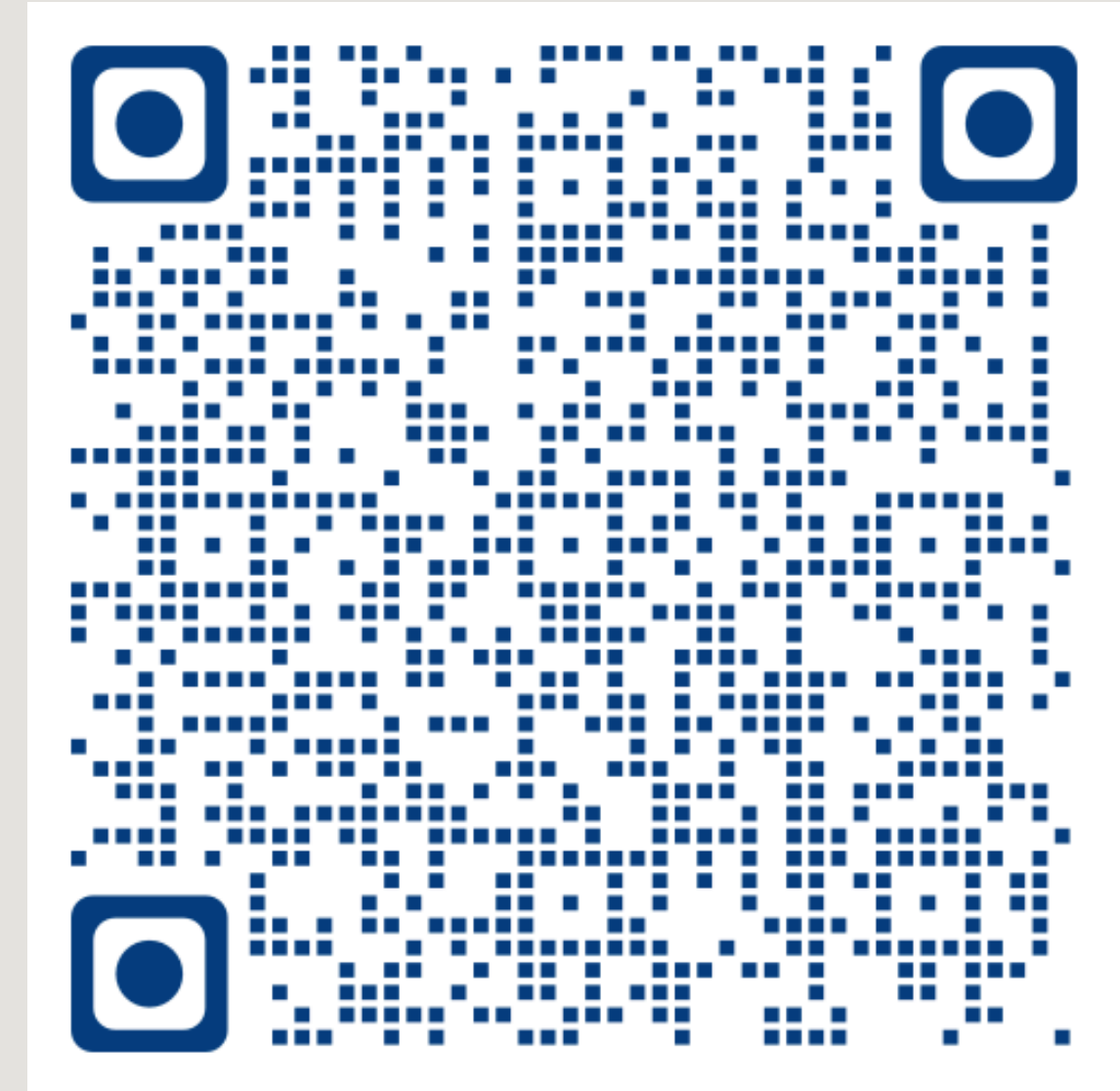
WHAT: A town of 4,200

WHERE: On the north shore of the St. Lawrence River in the United Counties of Leeds and Grenville

WEBSITE: www.prescott.ca

A TRANSPORTATION AND LOGISTICS HUB DEFINED BY ROADS, RAIL, AND THE RIVER

Strategically situated in an area known for its economic vitality and natural beauty, the quaint yet bustling town of Prescott, Ontario hovers around a population nearing 4,200. The town represents a transportation and logistics hub for the region because of its proximity to Highways 401 and 416, the Prescott-Ogdensburg International Bridge, and the Canadian National Railway, which runs through town. Indeed, its largest employer is Kriska Transportation, which delivers temperature-controlled



October 20-26 2024

BDC Small Business Week

The power of small: Defying the odds



- LOCAL EVENTS IN PLANNING STAGES WITH CHAMBER, CF GRENVILLE
- OPPORTUNITY FOR A BIA-SPECIFIC WORKSHOP OR EVENT

DOWNTOWN CIP PROJECTS

2024 Approved CIP Projects

Royal Canadian Legion
141 Henry Street West

Le Boutique Thrift
119 King Street West

100-120 King Street West

Subway
305 King Street West

Katarina's Coffee Shop
513 King Street West

Lemar Hair Collective
192 King Street West

Papa Larry's/Milano
178 King Street East

Commercial Space
440 King Street West

Miss Vicky's Variety
107 King Street West

Property Guys
126 King Street West

Quality Creations
278 King Street West



2024 YTD Funding and Investment

\$526,450

Downtown CIP Loan & Grant
Funding

\$1,150,265

Total Investment

DOWNTOWN BUSINESS & DEVELOPMENT UPDATE



**89th
Anniversary**

Recent Openings/Celebrations

Chuck's Roadhouse
1st Anniversary
August 17

South Grenville Food Bank
22nd Anniversary
August 27

Dollar Bazaar
5th Anniversary
August 31

Renegadz Restaurant
1st Anniversary
September 9

Upcoming Anniversaries & Openings

Property Guys
7th Anniversary
September 15

First Choice
26th Anniversary
October 17th

Outpost Cafe
3rd Anniversary
October 23

Star Wellness
5th Anniversary
October 30

Miss Vicky's Variety
Opening
Fall 2024

Upcoming Events

Small Business Week
October 20-26

Halloween Town
Prescott Pop-Ups
October 26

RiverWalk Wonderland
Prescott Pop-Ups
November 29-30

HALLOWEEN TOWN

- OCTOBER 26TH
- ORGANIZED WITH OLDE MAGICK SHOPPE
- PRESCOTT POP-UPS
- SIMILAR TO RIVERWALK WONDERLAND
- TRICK-OR-TREATING
- DECORATIONS
- VENDOR MARKET
- DOWNTOWN INTEGRATIONS



RECOMMENDATION: "THAT THE BIA BOARD OF MANAGEMENT ALLOCATE UP TO \$1000 TO HALLOWEEN TOWN ACTIVATIONS AT THE PRESCOTT POP-UPS AND THROUGHOUT THE DOWNTOWN."

SEASONAL EVENTS & PROMOTIONS WORKING GROUP

- GROUP WOULD MEET AS NEEDED THROUGH NOVEMBER
- ASSIST WITH PLANNING & IMPLEMENTATION OF SEASONAL EVENTS AND PROMOTIONS



RECOMMENDATION: "THAT THE BIA BOARD OF MANAGEMENT ESTABLISH A SEASONAL EVENTS & PROMOTIONS WORKING GROUP TO MEET AS NEEDED THROUGH NOVEMBER 30TH."

BILINGUAL SIGNAGE/DECALS

- SIGNIFICANT PROPORTION OF PRESCOTT'S VISITORS ARE FRANCO-ONTARIAN AND QUÉBÉCOIS
- BILINGUAL WELCOME SIGNAGE AND BUSINESS DECALS WOULD ASSIST IN ACKNOWLEDGING THIS VISITOR DEMOGRAPHIC.



RECOMMENDATION: "THAT THE BIA BOARD OF MANAGEMENT ALLOCATE \$500 TO ASSIST WITH THE PURCHASE OF BILINGUAL WELCOME SIGNAGE."

MUNICIPAL REBRANDING STRATEGY

DISCUSSION

- COUNCIL RECENTLY APPROVED FUNDING FOR A NEW BRANDING STRATEGY
- POTENTIAL OPPORTUNITY FOR ENTITIES LIKE THE BIA TO PARTICIPATE TO PURSUE CONSISTENT BRANDING
- SEE PERTH EXAMPLE

