



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

April 12th, 2022 | 6:00 p.m.

Remote meeting

Attendance:

Board: Tracey Young, Dawn Tutecky-McDougall, Jeanne Fox-Dibble, Kevin Bunce, Brett Todd, Pearl Visser, Nicole Hudson, Leslie Bottigoni, Blinda Campbell, Karen Burman-Martin.

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

BIA Chair Tracey Young called the meeting to order at 6:02 PM

2. Approval of the Agenda

Moved by Karen Burman-Martin, seconded by Kevin Bunce 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 Blinda Campbell, seconded by Nicole Hudson, that the minutes dated March 8th, 2022 be accepted as presented.

CARRIED.

6. Committee Reports

- a. Promotions Committee
 - i. March 15th Meeting Recap
- b. Beautification Committee
 - i. March 22nd Meeting Recap

7. Financial Report

Karen Burman-Martin, BIA Treasurer, provided an update on the Prescott BIA budget for 2021.

Moved by Leslie Bottigoni, seconded by Karen Burman-Martin that the Financial Report be accepted as presented.

CARRIED.

8. Staff Updates

- a. BIA Coordinator Update
 - i. Website Update

Justin St. Pierre provided an update on the new BIA website.

- ii. Beautification/Promotion - Instagrammable Locations

Business Development Officer, Justin St. Pierre brought forward the Instagrammable Locations Campaign to assist with beautification and tourism in the RiverWalk District. Justin proposed that the Board withdraw funding for the oversized Adirondack chair project and direct staff to investigate potential “Instagrammable Locations” in the RiverWalk District.

Moved by Leslie Bottigoni, seconded by Pearl Visser that the board withdraw funding for the Oversized Adirondack Chair project and direct staff to investigate potential “Instagrammable Locations” in the RiverWalk district.

CARRIED.

- iii. Downtown Clean-up – Information – Saturday, April 23rd

Justin St. Pierre informed the board of the upcoming Downtown Clean-up for Earth Day 2022.

iv. 2022 BIA AGM

Justin St. Pierre provided an update on the upcoming BIA AGM scheduled for May 31st 2022. It was proposed that the BIA spend up to \$500 for food and beverage for the upcoming BIA AGM.

Moved by Kevin Bunce, seconded by Karen Burman-Martin that the BIA allocate up to \$500 for food and beverage for the 2022 BIA AGM.

CARRIED.

b. Staff Update

i. Digital Main Street

Dana Valentyne, Economic Development Officer, provided an update on Digital Main Street, informing the board of the renewal of the program under a 2-year contract.

ii. BIA Coordinator Allocation Update

Dana Valentyne, Economic Development Officer, provided an update on the BIA Coordinator hours for the first quarter of 2022.

iii. Lighting – Fixtures –Information

Dana Valentyne, Economic Development Officer, provided an update on the lighting and fixtures for the pole mount lights and addressed the board for potentially endorsing these fixtures. Justin St. Pierre presented the proposal from the committee to recommend the board to direct staff to get mock-ups and pricing for the Downtown lighting and to investigate potential solar panel options.

Moved by Leslie Bottigoni, seconded by Blinda Campbell to direct staff to get mock-ups and pricing for Downtown lighting and to investigate potential solar panel options.

CARRIED.

9. Agenda Items

a. *Farmers' Market Stage Sponsorship – Promotions - Budget*

Justin St. Pierre spoke to the Farmers' Market stage and the plans for the promotion of the BIA should they sponsor it. Justin proposed that the board approve \$2,000 to sponsor the Farmers' Market stage for the 2022 Market Season.

Moved by Blinda Campbell, seconded by Karen Burman-Martin, that the BIA approve \$2,000 to sponsor the Farmers' Market stage for the 2022 Market Season.

CARRIED.

b. *Spring into the RiverWalk Promotion – Promotions - Budget*

Justin St. Pierre spoke to the Spring Promotion, Spring into the RiverWalk District. Justin proposed that the board approve \$250 from the Promotions Budget for prizes associated with the Spring into the RiverWalk Promotion.

Moved by Karen Burman-Martin, seconded by Blinda Campbell that \$250 from the promotions budget will be put towards prizes associated with the Spring into the RiverWalk Promotions.

CARRIED

c. *RiverWalk Promenade Support – Promotions/Beautification - Budget*

Dana Valentyne spoke to the RiverWalk Promenade. The Committee proposed that the BIA approve up to \$5,000 total from the Promotions and Beautifications budget to support the implementation of the RiverWalk Promenade to cover costs including fixed and branded signage, marketing and promotions, and entertainment costs during the Promenade periods.

Moved by Blinda Campbell, seconded by Pearl Visser that the BIA allocate \$5,000 total from the Promotions and Beautification budget towards the RiverWalk Promenade.

CARRIED.

d. Downtown Beautification – Parkette/Fixtures - Reserves

Dana Valentyne presented the Parkette initiative and it was proposed by the Committee that the Board approve an allocation of \$15,000 to the purchase of an additional downtown parkette and appropriate fixtures to be installed seasonally in the RiverWalk District starting in 2022.

Moved by Kevin Bunce, seconded by Blinda Campbell that the BIA Board approve an allocation of \$15,000 to the purchase of an additional downtown parkette and appropriate fixtures.

CARRIED.

e. Pop-Up Shop – Reserves

Staff spoke to the RiverWalk Pop-up Shops initiative to the board. It was proposed by Committee that the board allocate and approve \$5,000 from existing reserves to support the purchase of an additional pop-up store building for the RiverWalk pop-up shops installation.

Moved by Pearl Visser, seconded by Kevin Bunce that the Board allocate \$5,000 from the reserves to the purchase of an additional pop-up store building for the RiverWalk pop-up shops.

CARRIED.

10. Committee Roundtable – New Business/Discussion

a. New Business from Members

- i. BIA Chair, Tracey Young spoke to the resignation of BIA Treasurer, Karen Burman-Martin.*

11. Adjournment:

Moved by Pearl Visser, seconded by Kevin Bunce that the meeting be adjourned to May 10th, 2022.

CARRIED.