



PRESCOTT BIA BOARD OF MANAGEMENT

AGENDA

August 13th, 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 July 9th, 2024, be accepted as presented."*

6. Financial Report

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

7. Chair Updates

8. Committee Reports

a. Special Working Group Meeting – July 25th

i. Civic Holiday Event Planning

9. Staff Updates

a. Staff Updates

i. Civic Holiday Wrap-Up – King Street Promenade

ii. Other Recent Events

1. Poutine Feast

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.

2. *Spiritual Wellness Fair*
- iii. *Downtown Art Update*
- iv. *StopGap.ca Update*
- v. *Associate Member Program Update*
- vi. *RiverWalk Thursdays Update*
- vii. *Downtown Business & Development Update*
 1. *Downtown CIP Projects*
 2. *Business Milestones*
 3. *Upcoming Events*

10. Committee Roundtable

- a. *New Business from Members*
- b. *Upcoming Committee Meetings*

11. Adjournment

Recommendation: “*That the meeting be adjourned to September 10th, 2024 at 5:30 pm.*”

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PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

July 9th, 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, Terry Ghaney.

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

Vice-Chair Tracey Young called the meeting to order at 5:35 PM

2. Approval of the Agenda

Moved by Holly Patenaude, 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 June 11th, 2024 be accepted as presented.

CARRIED.

6. Financial Report

Treasurer Nicole Hudson sent regrets, Justin presented the Financial Report

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

CARRIED.

7. Chair's Report

Vice-Chair Tracey Young discussed the success of the Canada Day event, including activities at the Fort, the Pop-Ups, Canine Watersports Canada, and the Pavilion.

8. Committee Reports

a. Working Group Meeting

Justin discussed planning at the Special Working Group meeting for the August Long Weekend. As part of the discussion, the Board raised the possibility of a financial contribution to the event.

Moved by Jeanne Fox-Dibble, seconded by Holly Patenaude that the Board allocate up to \$1500 to the Special Events Committee for the August Long Weekend event.

CARRIED.

9. Staff Updates

a. Staff Updates

- i. Eastern Ontario Firefighters Games/Prescott Trolley Wrap-Up
Staff provided a wrap-up of the EOFA Games and the Prescott Trolley. Over 600 people rode the trolley on tours of Prescott over the weekend. The Friday night Companion Tour event was well attended and well received by both participants and local businesses.*
- ii. Canada Day Wrap-Up*

Staff provided an overview of the very successful Canada Day activities, including the Canada Day parade, events at Fort Wellington, the Canine Watersports Canada activities, the Family Fun Zone, and the Prescott Pop-Ups. Over 1400 people visited the Fort on Canada Day, with 900 viewing the fireworks from the Fort lawn. 4100+ visited the Pop-Ups, and 133 toured the Lighthouse.

iii. RiverWalk Thursdays Update

Justin provided an update on the RiverWalk Thursday activities.

iv. Downtown Art Update

Four photos chosen to represent events, activation, and commerce in Prescott. Studio Marnie is preparing first photo for public painting at the Pop-Ups. The Board discussed the selection to depict the Fort and chose to replace that photo with a recent Canada Day Fort photo.

v. Downtown Beautification Update

Staff highlighted a number of recent Downtown Beautification updates, including the installation of hanging basket and the new branded umbrellas at the Street Patios and Pop-Ups. As well, the Board was advised that the Promenade would remain closed to traffic until the Tuesday following the August long weekend.

vi. Downtown Business & Development Update

Dana provided a Downtown Business & Development Update, including upcoming milestones and an overview of Downtown CIP projects to date.

10. Agenda Items

a. Associate Member Package

Moved by Jeanne Fox-Dibble, seconded by Nicole Hudson that the Board approve the Associate Member program as presented, and direct staff to make a request to Council to allow for Program Implementation.

CARRIED.

11. Committee Roundtable

a. *New Business from Members*

i. *Upper Canada Folkfest Sponsorship*

Moved by Ruth Lockett, seconded by Holly Patenaude that the BIA Board of Management allocated \$100 to be a Bronze Sponsor of the 2024 Upper Canada FolkFest.

CARRIED.

b. *Upcoming Committee Meetings*

i. *Special Events Working Group – July 9th at 6:30 pm – Prescott Town Hall*

12. Adjournment

Moved by Jeanne Fox-Dibble, seconded by Nicole Hudson that the meeting be adjourned to August 13th, 2024 at 5:30 pm.

CARRIED.

Prescott BIA - August 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	1,487 Make a Splash, Leo Boivin Showcase, PFSC Ice Show, IWD 2024, EOFA Ad, Shakespeare, Folkfest
Subtotal	9,000	5,867
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	18,365
Total Operating Expenses	29,000	18,365
Surplus / (Deficit)	-	10,635

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