



PRESCOTT BIA BOARD OF MANAGEMENT

AGENDA

July 9th, 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 June 11th, 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 – June 25th

i. Civic Holiday Event Planning

9. Staff Updates

a. Staff Updates

i. Eastern Ontario Firefighters Games/Prescott Trolley Wrap-up

ii. Canada Day Wrap-up

1. Visitor Data

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.

- iii. *RiverWalk Thursdays Update*
- iv. *Downtown Art Update*
- v. *RiverWalk Promenade & Activation Ideas Update*
- vi. *Downtown Beautification Update*
- vii. *Downtown Business & Development Update*
 - 1. *Downtown CIP Projects*
 - 2. *Business Milestones*
 - 3. *Upcoming Events*

10. Agenda Items

a. Associate Member Package

For Information/Discussion

11. Committee Roundtable

a. New Business from Members

b. Upcoming Committee Meetings

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

12. Adjournment

Recommendation: “*That the meeting be adjourned to August 13th, 2024 at 5:30 pm.*”

What is a BIA?

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PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

June 11th, 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, Cindy Casselman, Charity Moran, Terry Ghaney.

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

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

2. Approval of the Agenda

Moved by Jeanne Fox-Dibble, seconded by Ruth Lockett, that the Agenda be accepted as presented.

CARRIED.

3. Declarations of Interest - None

4. Delegations/Presentations

BIA Member Sandra Lawn presented a delegation to the BIA Board concerning Governance and Strategic Planning of the Prescott BIA.

5. Minutes of the Previous Meeting:

Moved by Jeanne Fox-Dibble, seconded by Charity Morann that the minutes dated May 14^h, 2024 be accepted as presented.

CARRIED.

6. Financial Report

Treasurer Nicole Hudson presented the Financial Report.

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

CARRIED.

7. Chair's Report

Vice-Chair Tracey Young highlighted a post by Councilor Justin Kirkby about his Saturday at the Farmers' Market and Pop-Ups.

8. Staff Updates

a. Staff Updates

i. Eastern Ontario Firefighters Games/Prescott Trolley Update

Justin provided an update on activities planned for the EOFA Games, including the Companion Tour and the weekend Trolley Tours.

ii. RiverWalk Thursdays Update

Justin provided an update on planning for RiverWalk Tuesdays, which will begin on June 27th.

iii. Canada Day Update

An update was provided on Canada Day planning. Canine Watersports Canada will be at the Pop-Ups all weekend, a vendor market is planned for Canada Day, and live entertainment will be on site all day.

iv. Downtown Business & Development Update

Dana provided a Downtown Business & Development Update, including recent openings and anniversaries and upcoming events.

9. Agenda Items

a. Associate Member Package

The Associate Member Package discussion was deferred to the July meeting.

b. *Summer Activities/Summer Passport*

Moved by Charity Moran, seconded by Jeanne Fox-Dibble hat the Board allocate \$500 to contribute to Prescott's Summer Passport Program for 2024.

CARRIED.

10. Committee Roundtable

a. *New Business from Members – None*

b. *Upcoming Committee Meetings*

- i. *Special Events Working Group – June 18th at 5:30 pm – Prescott Town Hall***

11. Adjournment

Moved by Jeanne Fox-Dibble, seconded by Charity Moran that the meeting be adjourned to July 9th, 2024 at 5:30 pm.

CARRIED.

Prescott BIA - July 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	2,500 Trolley Tours, Passport, Thursdays
Halloween Promotions	1,000	
Holiday (Christmas) Promotions	2,500	
Sponsorships	2,000	1,387 Make a Splash, Leo Boivin Showcase, PFSC Ice Show, IWD 2024, EOFA Ad, Shakespeare
Subtotal	9,000	4,267
Physical Improvements		
Streetscaping Fund Transfer	3,000	
Public Art	2,000	
Other Beautification	5,000	
Subtotal	10,000	-
Subtotal	29,000	14,765
Total Operating Expenses	29,000	14,765
Surplus / (Deficit)	-	14,235

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