



PRESCOTT BIA BOARD OF MANAGEMENT

AGENDA

February 25th, 2025 | 5:00 p.m.

Ruth Evanson Room, 360 Dibble Street West (2nd Floor), Prescott, ON

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 January 14th, 2025, be accepted as presented."*

6. Financial Report

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

7. Chair Updates

8. Committee Updates

9. Staff Updates

a. Staff Updates

i. BIA Coordinator Updates

1. Promotion/Campaign Reviews – I Love Local and IWD 2025

ii. Downtown Business & Development Update

1. Upcoming Business Survey

2. Downtown Beautification Update

3. Branding Strategy Update

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.

4. *Downtown CIP Projects*
5. *Business Milestones*
6. *Upcoming Events*
 - a. *Leo Boivin u18 Showcase*
 - b. *Prescott Model Train & Toy Show*
 - c. *Prescott Spring Home & Trade Show*

10. Agenda Items

a. Fiscal Reserve – Investment Options

Recommendation: *“That the Board direct staff to transfer the Downtown Prescott BIA’s Reserve Funds into High Interest Savings Accounts according to existing Town of Prescott procedures.”*

b. 2025 Sponsorships

Recommendation: *“That the Board approve initial 2025 Sponsorships as per the attached report.”*

c. South Grenville Tourism Guide Advertisement

Recommendation: *“That the Board approve \$175 to fund a Downtown Prescott advertisement in the South Grenville Tourism Guide.”*

d. 2025 BIA Budget

Recommendation: *“That the BIA Board of Management approve the 2025 BIA Budget to be presented at the 2025 Annual General Meeting.”*

e. 2025 Annual General Meeting Planning

For Discussion

11. Committee Roundtable

a. New Business from Members

- i. *Pending Governance Discussion – April 2025*

b. Upcoming Committee Meetings

12. Adjournment

Recommendation: *“That the meeting be adjourned to March 25th, 2025 at 5:30 p.m.”*

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.



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

January 14th, 2025 | 5:00 p.m.

Ruth Evanson Room, Prescott Town Hall, 360 Dibble Street West

Attendance:

Board: Councilor Tracey Young, Councilor Ruth Lockett, Jeanne Fox-Dibble, Nicole Hudson, Cindy Casselman, Terry Ghaney.

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

Vice-Chair Tracey Young called the meeting to order at 5:02 PM

2. Approval of the Agenda

Moved by Jeanne Fox-Dibble, seconded by Terry Ghaney, 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 Terry Ghaney, seconded by Cindy Casselman that the minutes dated October 8^h, 2024 be accepted as presented.

CARRIED.

6. Financial Report

Treasurer Nicole Hudson presented the Budget Update for January. A discussion was held concerning the line-item for a transfer to the dedicated Streetscaping Reserve Fund. The Board reached the consensus to make the transfer for 2024.

Moved by Ruth Lockett, seconded by Terry Ghaney that the Financial Report be accepted as presented, and that staff be directed to allocate \$3000 from the 2024 BIA Budget to the Downtown Streetscape Reserve Fund.

CARRIED.

7. Chair's Report

Vice-Chair Tracey Young discussed the Town's Branding Strategy. The Town of Prescott has engaged Alphabet Creative to develop updated branding for the Town, and will be in touch with stakeholders shortly for their input.

8. Staff Updates

a. Staff Updates

i. Fall Activities Review

Justin discussed a variety of activities that have occurred since the last meeting, including the Small Business Week event held at Town Hall, and Halloween Town and related Downtown activities. He reported there were nearly 50 registrations for the Small Business Week Forum, which featured a fireside talk between Mayor Shankar and Bruce Wylie, presentations from Town staff, and a keynote presentation by Ani Nersessian of VM-ID, a visual merchandising consultant. Halloween Town was very well attended, while downtown trick-or-treating and the Halloween Market drew a large number of visitors.

ii. Holiday Activities Update

Justin provided a review of Holiday activities, including the Window Decorating Contest and the RiverWalk Wonderland event. The Window Decorating Contest had the most votes ever recorded, and saw Cozy Clozet win, followed by Olde Magick Shoppe and LeMar Hair Collective and Star Wellness in a tie for third. The Prescott Fire Department sponsored cash prizes for the event, and all four winners donated their winnings to charity.

RiverWalk Wonderland was held December 5th & 6th at the Prescott Pop-Ups, and featured a number of activations downtown, include wagon rides with stops downtown throughout the event. Downtown retailers reported an increase in traffic during the event, and visitors were using the wagon to commute between the spaces.

iii. *Downtown Beautification Update*

Dana discussed end-of-season work that had been completed since the last meeting, and highlighted the new directional signage that is presently being installed as part of the My Main Street program funding.

iv. *Downtown CIP Projects*

Dana provided an end-of-year update on CIP investments in the Downtown in 2024, and informed the Board that applications are now being accepted for the 2025 CIP allocation.

v. *Downtown Business & Development Update*

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

vi. *Upcoming Events*

Dana provided the Board information on upcoming business events, including the SG Chamber's Business after 5 at Little Barcelona, the Ontario Approved Insights for Success event, and the LG Small Business International Women's Day event.

9. Agenda Items

a. Downtown Parking

Staff provided information to the Board on Downtown Parking. The Board was reminded of the two hour parking limit on King Street, and was asked to assist in encouraging fellow business owners and staff members to use alternative free, no-limit parking available downtown.

b. Downtown Business Networking

A discussion was held concerning the desire expressed in the Small Business Week Ideas survey for more Downtown Business Networking events. The Board discussed a number of ideas, and concluded that a series of informal gatherings at Downtown businesses to be announced at the Annual General Meeting would be piloted.

Moved by Jeanne Fox-Dibble, seconded by Cindy Casselman that the Board allocate \$1000 for Downtown Business Networking Events to be held at various locations throughout the Downtown.

CARRIED.

c. Valentine's Day Promotion Ideas

A discussion was held focusing on potential ideas for a Downtown shopping and dining promotion. The Board decided to move towards a promotion similar to the 2022 I Love Local campaign, and tasked the Events & Promotions Working Group with setting the details.

Moved by Cindy Casselman, seconded by Jeanne Fox-Dibble that the Board allocate \$250 for an I Love Local Valentine's Day Promotion.

CARRIED.

d. *Laurel & Lace Carnations for Retirement Communities/LTC*

Downtown Prescott business Laurel & Lace is currently running a promotion to provide carnations to residents of Prescott's Long-Term Care Homes. The Board would like to contribute to this campaign, and wished to allocate funds for the purchase of 30 carnations, pending availability.

Moved by Ruth Lockett, seconded by Nicole Hudson, that the BIA Board allocate \$100 for the purchase of Carnations for residents and staff of Prescott's Retirement and Long Term Care Homes as part of BIA member business Laurel & Lace's Sponsor a Senior program.

CARRIED.

e. *International Women's Day 2025*

International Women's Day is March 6th, and this year's theme is Accelerating Action. The Board discussed multiple ideas to mark the occasion, and decided to allocate funds for the purchase of a ticket to the LG Small Business IWD event scheduled for March 8 as part of the celebration. The Working Group was tasked with establishing the parameters for how the ticket would be awarded.

Moved by Nicole Hudson, seconded by Jeanne Fox-Dibble that the BIA Board allocate up to \$100 for the purchase of a ticket to the Leeds Grenville Small Business International Women's Day event to be given to a Downtown business.

CARRIED.

f. *2025 Annual General Meeting Planning and BIA Budget*

The Board discussed planning and preparations for the 2025 AGM.

Moved by Terry Ghaney, seconded by Ruth Lockett that staff be directed to set the date of the 2025 Annual General Meeting to March 25th, 2025 and that the BIA Working Group meet to plan and make recommendations to the BIA Board of Management on the 2025 Budget and assist in the planning of the 2025 Annual General Meeting.

CARRIED.

10. Closed Session – Board Membership

Moved by Ruth Lockett, seconded by Jeanne Fox-Dibble that the Board of Management enter closed session Under Section 239(2)(b) of the Municipal Act - personal matters about an identifiable individual; and That the Economic Development Officer, and BIA Coordinator remain in the room for the discussion.

CARRIED.

11. Rise and Report

Upon rising, Vice-Chair Young reported that the Board received information from Staff concerning Board composition.

Moved by Ruth Lockett, seconded by Cindy Casselman that the Board of Management accept the resignations of Bonnie Pidgeon-Cougler and Belinda Ballentine from the Board with regret, and appoint Kashyap Patel, owner of Subway Prescott, and Ashton Mayes, owner of Amazesing Photography, to the vacant positions for the remaining of the term, subject to Council Approval.

CARRIED.

12. Committee Roundtable

a. *New Business from Members*

No New Business was raised by members.

13. Adjournment

Moved by Ruth Lockett, seconded by Jeanne Fox-Dibble that the meeting be adjourned to February 11th, 2025 at 5:30 pm.

CARRIED.

FEBRUARY 2025

BIA BOARD OF MANAGEMENT



I LOVE LOCAL REVIEW

- TWO PROMOTIONS
 - 5 X \$50 PRESCOTT DOLLAR PRIZES FOR ONLINE WHY I LOVE LOCAL SUBMISSIONS
 - 1 X \$250 GRAND PRIZE DRAW REQUIRING PURCHASE
- SOCIAL MEDIA
 - UTILIZED RESPONSES FOR SOCIAL MEDIA POSTS



BUSINESS SURVEY

- Survey being prepare to be circulated to local businesses to establish the potential direct effect of tariffs on our businesses.
- Results will be utilized to further develop support programs and facilitate information for assistance.
- Will be released prior to March 1st.



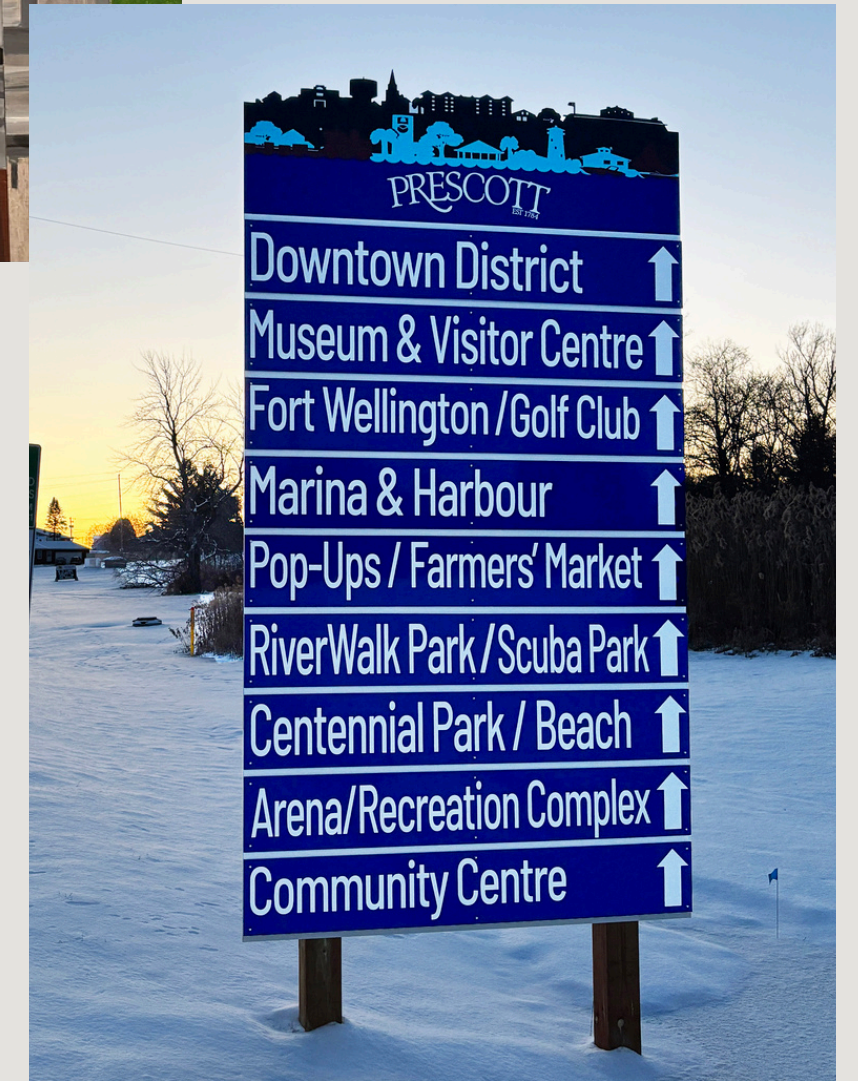
BRANDING STRATEGY UPDATE

- ALPHABET CREATIVE, THE FIRM COMPLETING THE TOWN'S BRANDING STRATEGY, WILL BE CONTACTING STAKEHOLDERS IN THE COMING DAYS FOR SESSIONS.
- SESSIONS WILL FOCUS ON GENERAL PERCEPTIONS OF THE TOWN, IDEAS, FEELINGS, ETC.
- STAKEHOLDERS DO NOT NEED TO PREPARE FOR THESE SESSIONS.

Alphabet[®]

DOWNTOWN BEAUTIFICATION UPDATES

- FURTHER WAYFINDING SIGNAGE HAS BEEN INSTALLED THROUGHOUT PRESCOTT
- NEW POLES INSTALLED, INCLUDING FOUR AT THE EDWARD/KING INTERSECTION
- FINAL WORK BEING DONE ON COMMUNITY MOSAIC, INSTALLATION IN THE COMING WEEKS.



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

Olde Magick/AMayesZing
Facade
121-123 King Street West



NOW ACCEPTING 2025 CIP APPLICATIONS

2024 Total Funding and Investment

Grants: \$230,400

Loans: \$115,000

\$1,078,800

Total Investment

DOWNTOWN BUSINESS & DEVELOPMENT UPDATE



Recent Openings/Celebrations

Dream Cannabis
1st Anniversary
January 16

Voice 2 Net
Grand Opening
TBA

O'Heaphy's Irish Pub
15th Anniversary
February 3

La Boutique Thrift
Transitioning to
New Ownership

Upcoming Openings/Celebrations/Updates

Prescott Sub Shop
3rd Anniversary
March 1

The Lightwork Spa
Grand Opening
March 22, 1 pm

CarQuest
34th Anniversary
March 4

Quality Inn
Grand Opening
Spring 2025

Upcoming Events

Leo Boivin U18 AAA Showcase
Alaine Chartrand CC
March 23-25

Prescott Model Train & Toy Show
Leo Boivin CC
April 12

Prescott Spring Home & Trade Show
Leo Boivin CC
April 24-26

LG Small Business International Women's Day Event
Brockville
March 6

FISCAL RESERVE - INVESTMENT OPTIONS

- AT THE JANUARY MEETING, THE BOARD REQUESTED INFORMATION ON THE POSSIBILITY OF INVESTING THE RESERVE FUND UNTIL NEEDED.
- STAFF RECEIVED CLARIFICATION THAT THESE FUNDS COULD BE INVESTED AT THE DIRECTION OF THE BOARD, AND THAT THE TOWN, IN SOME CASES, DOES SO IN SAVINGS ACCOUNTS THAT YIELD 3-5% INTEREST
- SUCH ACCOUNTS WOULD ALLOW FOR WITHDRAWAL WITHOUT PENALTY WHEN NEEDED.

Recommendation: "That the Board direct staff to transfer the Downtown Prescott BIA's Reserve Funds into High Interest Savings Accounts according to existing Town of Prescott procedures."

2025 SPONSORSHIPS

- THE BIA HAS STARTED TO RECEIVE SPONSORSHIP REQUESTS FOR 2025
- THESE INCLUDE FOR EVENTS THAT THE BIA SPONSORED IN 2024, SUCH AS THE LEO BOIVIN SHOWCASE AND THE PFSC ICE SHOW, ALONG WITH NEW EVENTS SUCH AS PORCHFEST AND RIBFEST
- IN 2024, THE BOARD ALLOCATED \$2,511 TO SPONSORSHIPS, BUT SOME ITEMS MAY NOT HAVE BEEN THE BEST FIT FOR THAT CATEGORY.
- 2025 BUDGET RECOMMENDATION IS TO INCREASE TOTAL SPONSORSHIP BUDGET TO \$3,000

Recommendation: "That the Board approve initial 2025 Sponsorships as per the attached report."

2025 SPONSORSHIPS

Event/Organization	2024 Amount	2025 Requested	Notes
Leo Boivin Showcase - Program	\$ 250.00	\$250.00	Print Acknowledgement, Link on tournament website
Prescott FC Ice Show - Program	\$ 150.00	\$250.00	1/4 pg. ad in program, Web and Facebook Acknowledgement, Banner
Canine Watersports - Shirt Sponsor	\$ 550.00	\$ -	T-shirt sponsor, and banner on dock, prospective
EOFA Games - Program	\$ 187.50	\$ -	Games not in Prescott
Shakespeare Festival - Program	\$ 175.00	\$ -	Ad in Festival Program, prospective
Upper Canada Folkfest - Banner	\$ 100.00	\$ -	Banner on site, prospective
2023 Elves - Included in Sponsorships	\$ 1,000.00	\$ -	Include under different line-item 2025 (if approved)
IWD 2024 - Included in Sponsorships	\$ 99.00	\$ -	Include under different line-item 2025
Prescott Rib Fest	\$ -	\$500.00	Community Champion Sponsor
Fort Town Night Run	\$ -	\$250.00	AQUAMAN SPONSORSHIP: WATER STATION BANNER/FLAG; MEDIA MENTION; LOGO ON SM & Ads
Porchfest	\$ -	\$500.00	SG Events - Hold "porches" downtown as part of event
	\$ 2,511.50	\$1,750.00	

SOUTH GRENVILLE TOURISM GUIDE ADVERTISEMENT

- STARTING IN 2024, THE SG CHAMBER PARTNERED WITH HENDERSON PRINTING TO REINTRODUCE THE SOUTH GRENVILLE TOURISM GUIDE.
- GUIDE IS DELIVERED TO VISITOR CENTRES IN EASTERN ONTARIO AND UPSTATE NEW YORK.
- IN 2024, BIA PLACED A DOWNTOWN AD.

Recommendation: "That the Board approve \$175 to fund a Downtown Prescott advertisement in the South Grenville Tourism Guide."



Boutiques, cafés, restaurants, and special events—your next favourite memory awaits in the RiverWalk District.

#DowntownPrescott @RiverWalkDistrictON
www.DowntownPrescott.ca

Scan to View our Business Directory

2025 BIA BUDGET

ADDITIONS FOR 2025

- REVENUE - ASSOCIATE MEMBERSHIPS ARE REQUIRED FOR SEASONAL POP-UP VENDORS
- SPONSORSHIPS - INCREASE IN REQUESTS IN 2024, WILL CONTINUE IN 2025

DISCUSSIONS FOR 2025

- ALLOCATIONS - ARE THERE ALLOCATIONS THE BOARD WOULD LIKE TO SEE SHIFTED IN 2025? PRIORITY AREAS TO BE ADDRESSED? NEW BUDGET CATEGORIES?

Recommendation: "That the BIA Board of Management approve the 2025 BIA Budget to be presented at the 2025 Annual General Meeting."

Prescott BIA Proposed Budget - 2025

Item	2025 Budget	Notes
Revenue		
BIA Levy	29,000	
Associate Membership Revenue	1,200	Pop-Up Vendors will be Associate Members
Total Revenue	30,200	
Expenses		
Administration		
Co-coordinator Expense	10,000	
Subtotal	10,000	
Marketing and Promotion		
Sponsorships	3,000	
Events	4,000	
Promotions	2,000	
Marketing/Advertising	1,200	
Subtotal	10,200	
Physical Improvements		
Streetscaping Fund Transfer	3,000	
Public Art	2,000	
Other Beautification	5,000	
Subtotal	10,000	
Subtotal	30,200	
Total Operating Expenses	30,200	
Surplus / (Deficit)	-	

General Reserves	
Balance at January 1, 2023	25,339
Surplus (Deficit) from 2023	3,355
Balance at December 31, 2024	28,694
Less:	
2024 StopGap.ca	(4,000)
Remaining Balance	24,694

Streetscape Reserve	
Balance at January 1, 2024	18,000
Add: Transfer from General Reserve	3,000
Balance at December 31, 2023	21,000
Remaining Balance	21,000

2025 BIA AGM PLANNING

- WORKING GROUP DISCUSSED VARIOUS POTENTIAL LOCATIONS AND THEMES
- PROPOSED LOCATION: TOWN HALL GRAND ROOM
- THEME: SHOP, DINE, EXPLORE & STAY IN THE RIVERWALK DISTRICT.
- PANEL OF BIA MEMBERS REPRESENTING DESTINATION RETAIL, DINING, EXPERIENCES, AND ACCOMODATIONS FOR KEYNOTE
- NEXT STEPS - WORKING GROUP MEETS TO FINALIZE DETAILS, PACKAGE DISTRIBUTED TO MEMBERS PER BYLAW.