



PRESCOTT BIA BOARD OF MANAGEMENT

AGENDA

January 14th, 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 October 8th, 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

1. Fall Activities Review

2. Holiday Activities Review

3. Downtown Beautification Update

ii. Downtown Business & Development Update

1. Downtown CIP Projects

2. Business Milestones

3. Upcoming Events

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.

9. Agenda Items

- a. ***Downtown Parking***
For Discussion
- b. ***Downtown Business Networking***
For Discussion
- c. ***Valentine's Day Promotion Ideas***
For Discussion
- d. ***Laurel & Lace Carnations for Retirement Communities/LTC***
Recommendation: *"That the BIA Board allocate \$70 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."*
- e. ***International Women's Day 2025***
Recommendation: *"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."*
- f. ***Events Planning Group***
For Discussion
- g. ***2025 Annual General Meeting Planning and BIA Budget***
Recommendation: *"That staff be directed to set the date of the 2025 Annual General Meeting and that the BIA establish a temporary working group to make recommendations to the BIA Board of Management on the 2025 Budget and assist in the planning of the 2025 Annual General Meeting"*

10. Closed Session – Board Membership

Recommendation: "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."

11. Committee Roundtable

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

12. Adjournment

Recommendation: "That the meeting be adjourned to February 11th, 2025."

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PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

October 7th, 2024 | 5:30 p.m.

Council Chambers, 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 5:34 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 - None

5. Minutes of the Previous Meeting:

Moved by Terry Ghaney, seconded by Cindy Casselman that the minutes dated September 17th, 2024 be accepted as presented.

CARRIED.

6. Financial Report

Treasurer Nicole Hudson presented the Budget Update for September.

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

CARRIED.

7. Chair's Report

Vice-Chair Tracey Young brought it to the Board's attention that October 12th & 13th would be the final weekend for the Prescott Pop-Ups, and October 12th would be the final regular Farmers' Market of the season.

8. Committee Updates

a. Special Events Working Group – September 24th

Justin provided the Board with an update from the Special Events Working Group meeting of September 24th. The Group worked on ideas for the Halloween Town event, including the Downtown activations. Plans were made for a Downtown Trick-or-Treat, and for a raffle with purchase. The Group also discussed RiverWalk Wonderland dates and planning. Potential vendors were polled, and selected December 6th & 7th for the event.

9. Staff Updates

a. Staff Updates

i. Small Business Week 2024

Justin outlined plans for the Invest Prescott Small Business Week Forum, which will feature a guest speaker on visual merchandising, a discussion of available supports for businesses, a Q&A with banking and lending professionals, and a Fireside Chat between Mayor Shankar and Bruce Wylie.

ii. Associate Member Program Update

The Associate Member supporting documentation has been prepared and will go live to the website. Information will be provided/presented as well at the Small Business Week Forum.

iii. *Potential BIA Postcard*

The Board looked at potential options for a BIA postcard program. It was suggested that pre-paid postcards could be distributed at the parade. The discussion was deferred to the Special Events Working Group for discussion.

iv. *Downtown Business & Development Update*

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

10. Agenda Items

a. Light Up the Night Parade/Christmas Decorating Contest

Moved by Ruth Lockett, seconded by Terry Ghaney that the Board allocate \$500 as a donation to the Prescott Fire Department for the Light Up the Night Parade, and allocation \$500 towards Parade Night activations in Downtown Prescott.

CARRIED.

11. 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.

12. Rise and Report

Upon rising, Vice-Chair Young reported that the Board discussed matters related to Board composition, and provided direct to staff concerning these matters.

13. Committee Roundtable

a. New Business from Members

i. Downtown Window Cleaning

Councilor Lockett raised an issue with unkempt windows and entranceways at a Downtown business. Staff will follow up with suggestions to the business.

ii. Litter Downtown

Cindy Casselman brought up the issue of litter in the Downtown, specifically cigarette butts discarded on the sidewalk. Terry Ghaney also mentioned finding full dog bags around his building. Staff will investigate and seek to remedy.

14. Adjournment

Moved by Ruth Lockett, seconded by Jeanne Fox-Dibble that the meeting be adjourned to November 12th, 2024 at 5:30 pm.

CARRIED.

Prescott BIA - December 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
Small Business Week		1,000 Small Business Week
Halloween Promotions	1,000	1,000 Halloween Town Activations
Holiday (Christmas) Promotions	2,500	1,000 Parade Contributions
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	9,867
Physical Improvements		
Streetscaping Fund Transfer	3,000	
Public Art	2,000	2,000
Other Beautification	5,000	500 Bilingual Welcome Decals
Subtotal	10,000	2,500
Subtotal	29,000	22,865
Total Operating Expenses	29,000	22,865
Surplus / (Deficit)	-	6,135

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