



Notice of 2025 Annual General Meeting

Date: March 25th, 2025

Time: 5:30 pm

Location: Grand Room, 2nd Floor, Prescott Town Hall (360 Dibble Street West)

Dear BIA Member,

On behalf of the Board of Management of the Downtown Prescott Business Improvement Area (BIA), I would like to formally invite you to our Annual General Meeting (AGM) starting at 5:30 pm on Tuesday, March 25th, 2025.

Please accept this letter as the required notification of the Downtown Prescott BIA AGM. As per our bylaw, we are required to notify all persons who own or are tenants of rateable property in a business property class within the Business Improvement Area 15 days in advance of the AGM.

Please note that this notice must include the meeting agenda, Council approved and estimated expenditures for the previous year (2024), and proposed revenues and expenditures for the current year (2025). These are all included for your review.

The meeting will be held in the Grand Room, 2nd Floor, Prescott Town Hall, 360 Dibble Street West. If you intend to attend, please complete the RSVP form at <https://forms.prescott.ca/Ec-Dev-Tourism/2025-BIA-AGM-RSVP>.

If you have any questions or comments concerning the AGM, please email bia@prescott.ca and we will respond as quickly as possible.

Sincerely,

Justin St. Pierre
BIA Coordinator
Downtown Prescott Business Improvement Area



**Downtown Prescott BIA Board of Management
Annual General Meeting
AGENDA**

March 25, 2025 @ 5:30 pm

Venue: Grand Room, Prescott Town Hall

5:30 pm – 5:45 pm - Networking.

5:45 pm – 5:50 pm - Welcome –Town of Prescott

- 1. Call to Order and Introduction of Board Members**
- 2. Approval of the Agenda**
- 3. Declarations of Interest**
- 4. Minutes of the Previous Annual General Meeting**
 - 4.1 2024 Annual General Meeting Minutes**
- 5. Staff Reports**
 - 5.1 Town of Prescott Economic Development and Tourism Update - Dana Valentyne, Economic Development Officer, Town of Prescott**
 - 5.2 Downtown Year-in-Review – Justin St. Pierre, BIA Co-ordinator/Business Development Officer, Town of Prescott**
- 6. Keynote Panel – "Downtown 'I Do': Wedding Packaging Opportunities in the Heart of Prescott"**
- 7. Financial Report – Nicole Hudson, Treasurer**
- 8. Annual Report – Councillor Tracey Young, Vice-Chair, Downtown Prescott BIA**
- 9. Period for Questions from the Public and Media**
- 10. Adjournment**



**Downtown Prescott BIA Board of Management
Annual General Meeting**

MINUTES

March 26, 2024 @ 5:30 pm

**Ruth Evanson Room, Prescott Town Hall
360 Dibble Street West | Prescott, Ontario, K0E 1T0**

Board Members: Natalie Sobhie, Cindy Casselman, Terry Ghaney, Belinda Ballentine, Charity Moran, Holly Patenaude, Jeanne Fox-Dibble, Nicole Hudson.

Council BIA Representatives: Councillor Ruth Lockett, Councillor Tracey Young

Staff: Economic Development Officer Dana Valentyne, Business Development Officer/BIA Coordinator Justin St. Pierre

1. Call to Order:

Chair Natalie Sobhie called the meeting to order at 5:30 PM and asked Board Members to participate in a Round Table Introduction.

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. Minutes of the Previous AGM:

Moved by Charity Moran, seconded by Nicole Hudson, that the minutes of the 2023 Annual General Meeting be accepted as presented.

CARRIED.

5. Agenda Items:

5.1 Staff Reports

5.1.1 Town of Prescott Economic Development and Tourism Update - Dana Valentyne, Economic Development Officer, Town of Prescott

Dana Valentyne provided an update on the Town of Prescott's Economic Development &

Tourism activities, including the implementation of the expanded CIP Incentive Program, and the impact of these programs on the Downtown.

5.1.2 Downtown Year-in-Review – Justin St. Pierre, BIA Co-ordinator/Business Development Officer, Town of Prescott

Justin St. Pierre provided a review of Downtown activities in 2023, including visitor numbers, events including the RiverWalk Promenade busker event and the Small Business Week Situation Room, a

6. Approval of 2023 Financial Report

Nicole Hudson, BIA Treasurer, and Justin St. Pierre, BIA Coordinator, provided an overview of the BIA Financial Report for 2023 and an update on the Prescott BIA budget for 2024.

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

CARRIED.

7. Annual Report

BIA Chair Natalie Sobhie provided a look ahead to the BIA's plans for 2024.

Moved by Blinda Campbell, seconded by Kevin Bunce that the Annual Report be accepted as presented.

CARRIED.

8. Period for Questions from the Public and Media

i. Sandra Lawn – Visitor Numbers

BIA Member Sandra Lawn asked about the Visitor Numbers referenced in the presentations. Dana Valentyne provided a background of the Environics data, how it was tracked, and what it would be used for.

9. Adjournment 6:22 PM

Moved by Charity Moran, seconded by Terry Ghaney, that the meeting be adjourned.

CARRIED.

Prescott BIA - Income Statement - December 31, 2024

Item	2024 Budget	2024 Actual	
Revenue			
BIA Levy	29,000	31,761	
Total Revenue	29,000	31,761	
Expenses			
Administration			
Co-coordinator Expense	10,000	10,000	Transfer to Town for Salary Costs
		61	AGM Expense
		281	OBIAA Membership
Subtotal	10,000	10,342	
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	2,287	2023 Elves, Make a Splash, Leo Boivin Showcase, PFSC Ice Show, IWD 2024, EOFA Ad, Shakespeare, Folkfest
Subtotal	9,000	9,667	
Physical Improvements			
Streetscaping Fund Transfer	3,000	3,000	Transfer to Streetscaping Reserve
Public Art	2,000	3,000	Includes 2023 Approved Allocation from Transfers
Other Beautification	5,000	500	Bilingual Welcome Decals
Subtotal	10,000	6,500	
Subtotal	29,000	26,509	
Total Operating Expenses	29,000	26,509	
Surplus / (Deficit)	-	5,253	

General Reserves	
Balance at January 1, 2024	25,399
Surplus (Deficit) from 2024	5,253
Balance at December 31, 2024	30,652
Less:	
2025 StopGap.ca	(4,000)
Remaining Balance	26,652

Streetscape Reserve	
Balance at January 1, 2024	15,000
Add: Transfer from 2024 Budget	3,000
Balance at December 31, 2024	18,000
Remaining Balance	18,000

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-ordinator 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, 2025	30,652
	-
Balance at December 31, 2024	30,652
Less:	
2025 StopGap.ca	(4,000)
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