



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

April 9th, 2024 | 5:30 p.m.

Council Chambers, Prescott Town Hall, 360 Dibble Street West

Attendance:

Board: Councilor Tracey Young, Councilor Ruth Lockett, Natalie Sobhie, Belinda Ballentine, Holly Patenaude, Jeanne Fox-Dibble, Terry Ghaney, Charity Moran.

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

Chair Natalie Sobhie called the meeting to order at 5:35 PM

2. Approval of the Agenda

Moved by Holly Patenaude, seconded by Jeanne Fox-Dibble, that a Closed Session – Identifiable Individual section be added to the Agenda, and that the Agenda be accepted as amended.

CARRIED.

3. Declarations of Interest - None

4. Delegations/Presentations - None

5. Minutes of the Previous Meeting:

Moved by Jeanne Fox-Dibble, seconded by Charity Moran that the minutes dated March 19th, 2024 be accepted as presented.

CARRIED.

6. Financial Report

Treasurer Nicole Hudson sent her regrets, Justin presented the Financial Report.

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

CARRIED.

7. Chair's Report

The Chair did not have any updates.

8. Staff Updates

a. Staff Updates

i. Annual General Meeting Update

Staff reviewed the Annual General Meeting, which was held March 26th.

ii. Leo Boivin International Showcase

Staff highlighted the Leo Boivin Showcase, including the Tourism booth along with the Restaurants rack card.

iii. Prescott Pop-Ups and Farmers' & Crafters' Market

Staff provided an overview of the 2024 Pop-Ups lineup, and well as an update on the Market. The Pop-Ups will launch on May 17th at 5 pm, while the Market starts May 18th.

iv. Associate Membership Program Update

Staff outlined the progress on the Associate Member program. The Board requested that the package be prepared for a follow-up discussion.

v. Digital Main Street Update

Staff provided an update on the Digital Main Street program. Provincial support for the program ended March 31st.

vi. Downtown Public Art Project

Economic Development and the BIA have been approached by Studio Marie to discuss a potential public art project. Staff advised that the finished mural could be integrated into the pending Clock Tower

beautification site. The Board requested a more detailed costing to be presented at the next meeting.

vii. Firefighter Games – Companion Tour & Activities

Dana and Justin discussed the Eastern Ontario Firefighters’ Association Games, to be held in Prescott on June 14-16. As part of this event and weekend, the Town is hiring Kingston Trolley Tours to provide Trolley service in Prescott between sites. It was suggested that the BIA could provide support for this project.

Moved by Jeanne Fox-Dibble, seconded by Tracey Young that the BIA contribute \$500 towards the Trolley rental for the EOFAs weekend.

CARRIED

viii. Downtown Business & Development Update

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

9. Agenda Items

a. Placemaking & Marketing Working Groups

The Board discussed potential working groups aligned with the BIA’s priority areas. Establishing committees was deferred to a later date, with Justin to circulate information.

10. Closed Session

Moved by Tracey Young, seconded by Jeanne Fox-Dibble that the Board of Management move into Closed Session for discussion related to an identifiable individual.

CARRIED

11. Rise and Report

During Closed Session, the Board received information about an identifiable individual – Board Membership.

Moved by Ruth Lockett, seconded by Jeanne Fox-Dibble that the Board accept Natalie Sobhie's resignation with deep regret, and that Tracey Young be appointed interim Chair of the BIA Board of Management.

CARRIED

12. Committee Roundtable

a. *New Business from Members - None*

13. Adjournment:

Moved by Terry Ghaney, seconded by Jeanne Fox-Dibble that the meeting be adjourned to May 14th, 2024 at 5:30 pm.

CARRIED.