



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

May 14th, 2024 | 5:30 p.m.

Council Chambers, Prescott Town Hall, 360 Dibble Street West

Attendance:

Board: Councilor Tracey Young, Councilor Ruth Lockett, Belinda Ballentine, Holly Patenaude, Jeanne Fox-Dibble, Cindy Casselman, Nicole Hudson, Charity Moran.

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 Charity Moran, 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 Jeanne Fox-Dibble, seconded by Nicole Hudson that the minutes dated April 9th, 2024 be accepted as presented.

CARRIED.

6. Financial Report

Treasurer Nicole Hudson 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

Vice-Chair Tracey Young provided updates on an upcoming brochure swap, the success of the Town's Food and Drink Rack Card, and welcomed new members Belinda, Holly, and Cindy.

8. Staff Updates

a. Staff Updates

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

Staff provided an overview of the 2024 Pop-Ups opening night event, 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. Staff also discussed the coming installation and unveiling of Heritage Panels in the Rotary Lighthouse.

ii. StopGap Ramps Update

Justin provided an update on the StopGap Ramps program, including registered businesses. He hopes to complete measurements and submissions in May.

iii. Downtown Business & Development Update

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

9. Agenda Items

a. Downtown Public Art Project

Moved by Nicole Hudson, seconded by Charity Moran the Downtown Prescott BIA allocate \$2000 to the public mural project, to be completed at the Prescott

Pop-Ups and installed at the former King Street Shoppers entrance, pending a final proof before the project proceeds.

CARRIED.

b. *RiverWalk Thursdays/Summer Activities*

Moved by Jeanne Fox-Dibble, seconded by Charity Moran that the Downtown Prescott BIA allocate \$1,500 towards entertainment for the RiverWalk Thursdays evening shopping event.

CARRIED.

c. *Firefighters' Games – Advertising Opportunity*

Moved by Ruth Lockette, seconded by Charity Moran that the Downtown Prescott BIA allocate \$125 towards a full-page ad in the Eastern Ontario Firefighters' Games program.

CARRIED.

d. *Committees Discussion*

The Board established a Special Events Working Group to meet June 4th, 2024 to discuss summer and special projects.

10. Committee Roundtable

a. *New Business from Members*

i. *Shakespeare Advertising*

Moved by Jeanne Fox-Dibble, seconded by Nicole Hudson that the Downtown Prescott BIA allocate \$175 towards a 1/8 page ad in the St. Lawrence Shakespeare Festival program.

CARRIED.

ii. *Social Media Sharing*

Tracey highlighted the importance of including contact information in social media posts.

11. Adjournment:

Moved by Ruth Lockett, seconded by Holly Patenaude that the meeting be adjourned to June 11th, 2024 at 5:30 pm.

CARRIED.