



PRESCOTT BIA BOARD OF MANAGEMENT

AGENDA

October 8th, 2024 | 5:30 p.m.

Council Chamber, 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 September 17^h, 2024, be accepted as presented."*

6. Financial Report

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

7. Chair Updates

8. Committee Updates

a. Special Events Working Group – Sept 24th

i. Halloween Town Planning

ii. RiverWalk Wonderland Dates

9. Staff Updates

a. Staff Updates

i. Small Business Week 2024

ii. Associate Member Program Update

iii. Potential BIA Postcard Photos

iv. Downtown Business & Development 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.

1. *Downtown CIP Projects*
2. *Business Milestones*
3. *Upcoming Events*

10. Agenda Items

a. *Light Up the Night Parade/Christmas Decorating Contest*

Recommendation: “*That the Board allocate \$500 as a donation to the Prescott Firefighters Association towards the Light Up the Night Parade, and \$500 towards Parade Night activations in Downtown Prescott.*”

11. 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.*”

12. Committee Roundtable

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

13. Adjournment

Recommendation: “*That the meeting be adjourned to November 12th, 2024 at 5:30 pm.*”

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PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

September 17th, 2024 | 5:30 p.m.

Council Chambers, Prescott Town Hall, 360 Dibble Street West

Attendance:

Board: Councilor Tracey Young, Belinda Ballentine, Jeanne Fox-Dibble, Holly Patenaude, Nicole Hudson, 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 Nicole Hudson, seconded by Jeanne Fox-Dibble, 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 Holly Patenaude, seconded by Nicole Hudson that the minutes dated August 13th, 2024 be accepted as presented.

CARRIED.

6. Financial Report

Treasurer Nicole Hudson presented the Budget Update for August

Moved by Holly Patenaude, seconded by Belinda Ballentine that the Financial Report be accepted as presented.

CARRIED.

7. Chair's Report

Vice-Chair Tracey Young highlighted the successful Upper Canada Folk Fest held on August 24th. She also noted the ongoing planting and revitalization at the Coast Guard gardens.

8. Staff Updates

a. Staff Updates

i. Summer Season Wrap-Up

Justin highlighted tourism season activities such as the RiverWalk Thursdays, Prescott Pop-Ups, Summer Passport, and Farmers' and Crafters' Market season. He noted that the Promenade had concluded for the season, and that the RiverWalk Patios would remain in place until Thanksgiving.

ii. Business View Feature

Staff brought to the Board's attention the recent profile of Prescott in Business View Magazine's July Issue. This magazine is distributed across North America. The Board was told they could read the article through the following link: [Prescott ON \(businessviewmagazine.com\)](https://businessviewmagazine.com)

iii. Small Business Week 2024

Staff outlined ongoing discussions with groups such as CF Grenville and the South Grenville Chamber to host events for Small Business Week 2024. The Board held a discussion concerning a potential BIA event. Staff was directed to poll businesses by email for their preferences for topics.

Moved by Holly Patenaude, seconded by Jeanne Fox-Dibble that the Board allocate \$1000 towards costs associated with a Small Business Week event.

CARRIED.

iv. Downtown Business & Development Update

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

9. Agenda Items

a. Halloween Town – October 26th

Moved by Belinda Ballentine, seconded by Holly Patenaude that the Board allocate up to \$1000 to Halloween Town activations at the Prescott Pop-Ups and throughout the Downtown.

CARRIED.

b. Seasonal Events & Promotions Working Group

Moved by Jeanne Fox-Dibble, seconded by Belinda Ballentine that the Board establish a Seasonal Events & Promotions Working Group for Fall and Christmas promotions, and that Jeanne Fox-Dibble and Tracey Young be appointed to the group.

CARRIED.

c. Bilingual Welcome Signage

Moved by Jeanne Fox-Dibble, seconded by Holly Patenaude that the BIA Board of Management allocate \$500 to assist with the purchase of Bilingual Welcome Signage.

CARRIED.

d. Municipal Rebranding Strategy Discussion

Moved by Jeanne Fox-Dibble, seconded by Holly Patenaude that the BIA participate in the Municipal Rebranding Strategy Discussion and provide a Letter of Support to the Town of Prescott.

CARRIED.

10. Committee Roundtable

a. *New Business from Members*

i. Prescott Postcards

Nicole raised the idea of an individual-driven Postcard Marketing campaign focusing on leveraging individual experiences as part of a vouching campaign to encourage visitation.

11. Adjournment

Moved by Holly Patenaude, seconded by Jeanne Fox-Dibble that the meeting be adjourned to October 7th, 2024 at 5:30 pm.

CARRIED.

Prescott BIA - September 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	
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	8,867
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	21,865
Total Operating Expenses	29,000	21,865
Surplus / (Deficit)	-	7,135

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