



PRESCOTT BIA BOARD OF MANAGEMENT

AGENDA

June 11th, 2024 | 5:30 p.m.

Council Chamber, 360 Dibble Street West (2nd Floor), Prescott, ON (Board and Staff)

Public Access via Fort Town TV -

<https://www.youtube.com/channel/UCligB93IqnjmXN8mQ7XOENA>

1. Call to Order

2. Approval of the Agenda

Recommendation: *"That the agenda be accepted as presented"*

3. Declarations of Interest

4. Delegations/Presentations

a. Sandra Lawn - Governance and Strategic Planning of the Prescott BIA

5. Minutes of the Previous Meeting

Recommendation: *"That the minutes dated May 14th, 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

- i. Eastern Ontario Firefighters Games/Prescott Trolley Update*
- ii. RiverWalk Thursdays Update*
- iii. Canada Day Update*
- 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.

9. Agenda Items

a. Associate Member Package

For Information/Discussion

b. Summer Activities/Summer Passport

Recommendation: *“That the Board allocate funds to contribute to Prescott’s Summer Passport Program for 2024.”*

10. Committee Roundtable

a. New Business from Members

b. Upcoming Committee Meetings

i. Special Events Working Group - June 18th at 5:30 pm – Prescott Town Hall

11. Adjournment

Recommendation: *“That the meeting be adjourned to July 9th, 2024 at 5:30 pm.”*

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Justin St. Pierre

From: noreply@esolutionsgroup.ca
Sent: May 13, 2024 12:36 PM
To: Justin St. Pierre
Cc: Dana Valentyne; bia
Subject: New Response Completed for BIA Delegation Request Form

Hello,

Please note the following response to BIA Delegation Request Form has been submitted at Monday May 13th 2024 12:35 PM with reference number 2024-05-13-001.

- **Today's Date**
05/13/2024
- **Requested Meeting Date**
6/11/2024
- **First and Last Name**
Sandra Lawn
- **Street Address**
[REDACTED]
- **Town/City**
Prescott
- **Province**
Ontario
- **Postal Code**
K0E 1T0
- **E-mail Address**
[REDACTED]
- **Phone Number**
[REDACTED]
- **Name of Organization**
Grenville Heritage Properties
- **Are you a member of the BIA? (Business or Commercial Property Owner in the BIA Levy Area)**
Yes
- **Statement of issue or purpose of deputation:**
Governance and Strategic Planning of the Prescott BIA



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.

Prescott BIA - May 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	2,300 Trolley Tours, RiverWalk Thursdays, EOFA Program, Shakespeare Program
Halloween Promotions	1,000	
Holiday (Christmas) Promotions	2,500	
Sponsorships	2,000	1,087 Make a Splash, Leo Boivin Showcase, PFSC Ice Show, IWD 2024
Subtotal	9,000	3,767
Physical Improvements		
Streetscaping Fund Transfer	3,000	
Public Art	2,000	2,000 Public Art Project
Other Beautification	5,000	
Subtotal	10,000	2,000
Subtotal	29,000	16,265
Total Operating Expenses	29,000	16,265
Surplus / (Deficit)	-	12,735

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