



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

April 11th, 2023 | 5:30 p.m.

Council Chambers, Prescott Town Hall, and via Zoom

Attendance:

Board: Councilor Tracey Young, Councilor Ruth Lockett, Kevin Bunce, Blinda Campbell, Bonnie Pidgeon-Couglar, Natalie Sobhie, Johanna Freer, Terry Ghaney, Nitesh Naidu, Charity Moran.

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

Blinda Campbell called the meeting to order at 5:40 PM

2. Approval of the Agenda

Moved by Tracey Young, seconded by Natalie Sobhie, 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 Tracey Young, seconded by Kevin Bunce that the minutes dated March 13th, 2023 be accepted as presented.

CARRIED.

6. Financial Report

Moved by Kevin Bunce, seconded by Charity Moran that the Financial Report be accepted as presented.

CARRIED.

7. Chair's Report

Blinda Campbell provided an update on activities she is involved in with the Chamber of Commerce for small business supports.

8. Staff Updates

a. BIA Coordinator Updates

i. Brockville & District Horticultural Society

Justin St. Pierre provided an update on conversations with the Brockville & District Horticultural Society concerning potential partnerships. Board members discussed potential ideas for the garden space along King Street west.

ii. OBIAA Strategic Planning Update

Justin St. Pierre provided an update on the Board's Strategic Planning training sessions. The Steering Committee will begin training on April 13th.

b. Staff Updates

i. Digital Main Street

Justin St. Pierre provided the Board with a brief update on the Digital Main Street program and the ongoing partnership between Prescott, Augusta, and Edwardsburgh Cardinal to deliver these programs in South Grenville.

ii. Downtown Business & Development Update

Dana Valentyne provided an update on recent business openings and ongoing developments in the Town of Prescott.

9. Agenda Items

a. Process Review – Meetings & Information

The Board was provided with training related to meeting process and the information cycle. Board Members were encouraged to raise new business during the Committee Roundtable portion of the Agenda, and forward concerns or ideas between meetings to Blinda Campbell.

b. Social Media Review

The Board was provided an update on the BIA's social media presence and discussed changing the BIA's identifier on social media to "Downtown Prescott RiverWalk District" to align with the externally-directed visitor attraction focus of the pages, and to align with our pre-existing branding on directional signage.

Moved by Kevin Bunce, seconded by Natalie Sobhie that the names of the BIA's social media pages to align with the RiverWalk District branding.

CARRIED.

c. Parklet Activations

Dana Valentyne provided the Board with an update on Downtown Parklet (Patio) activations for the Spring/Summer season. The Street Patios will be installed in early May at three locations on King Street. The Marketing and Placemaking Committees will discuss activation ideas at their next meetings.

d. Public Art Opportunities

Justin St. Pierre presented on the IHeartMainstreet program and the opportunity to receive funding and support for a downtown art installation.

Moved by Natalie Sobhie, seconded by Kevin Bunce allocate up to \$1,000 for a potential IHeartMainstreet Art Installation.

CARRIED.

10. Committee Roundtable

a. New Business from Members

Due to the length of the meeting, Blinda asked that members email any new business to her to be referred to committees.

b. Upcoming Committee Meetings

- i. *Marketing and Promotions Committee – April 18th, 5:30 pm*
- ii. *Placemaking Committee – April 25th, 5:30 pm*

11. Adjournment:

Moved by Natalie Sobhie, seconded by Kevin Bunce that the meeting be adjourned to May 9th, 2023.

CARRIED.