



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

May 10th, 2022 | 6:00 p.m.

Remote meeting

Attendance:

Board: Tracey Young, Dawn Tutecky-McDougall, Jeanne Fox-Dibble, Kevin Bunce, Brett Todd, Pearl Visser, Nicole Hudson, Leslie Bottigoni, Blinda Campbell.

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

BIA Chair Tracey Young called the meeting to order at 6:02 PM

2. Approval of the Agenda

Moved by Jeanne Fox-Dibble, seconded by Pearl Visser 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 Pearl Visser, seconded by Blinda Campbell, that the minutes dated April 12th, 2022 be accepted as presented.

CARRIED.

6. Committee Reports
 - a. Promotions Committee
 - i. April 19th Meeting Recap
 - b. Beautification Committee
 - i. April 26th Meeting Recap
7. Financial Report

Tracy Young, BIA Chair, provided an update on the Prescott BIA budget for 2022.

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

CARRIED.

8. Staff Updates
 - a. BIA Coordinator Update
 - i. Spring into the RiverWalk Update

Justin St. Pierre provided an update on the Spring into the RiverWalk promotion. Justin also provided an update on signage promoting the Spring promotions well as the BIA website.

- ii. BIA Website

Justin St. Pierre provided an update on the new BIA website as it is now live.

- iii. AGM Planning

Justin St. Pierre provided an update on the final plans for the AGM.

- b. Staff Update
 - i. Digital Main Street

Dana Valentyne provided an update on Digital Main Street, informing the board that the application has been approved for another 2 years of Digital Main Street.

ii. RiverWalk Revival

Dana Valentyne provided an update on the RiverWalk Revival and the upcoming events within the promotion.

9. Agenda Items

a. *Election of Treasurer – Board Membership, Committee Administration*

BIA Chair, Tracy Young opened the floor to those who wished to become Treasurer. Blinda Campbell volunteered for the position. BIA Chair, Tracy Young proposed that Blinda Campbell be the BIA Treasurer/Secretary.

Moved by Pearl Visser, seconded by Kevin Bunce, that the board appoint Blinda Campbell to be the BIA Treasurer/Secretary.

CARRIED.

b. *Summer Promotion, Passport Program*

Justin St. Pierre spoke to the Summer Promotion of a Passport Contest. Justin presented the following recommendation from the committee, that the board approve an allocation of \$1,500 from the Promotions Budget to fund supplies and prizes for the Summer Passport Program.

Moved by Blinda Campbell, seconded by Jeanne Fox-Dibble that \$1,500 from the promotions budget be used to fund supplies and prizes for the Summer Passport Program.

CARRIED

c. *Service Business Promotion – Mini-Banners*

Dana Valentyne spoke to the promotion of service businesses through mini-banners. Dana presented the following recommendation from staff that the board allocate \$500 towards the purchase of tabletop mini-banners featuring the Rediscover the RiverWalk branding to be distributed to service businesses in the downtown core.

Moved by Blinda Campbell, seconded by Jeanne Fox-Dibble that the BIA allocate \$500 total from the Promotions budget towards the purchase of tabletop mini-banners featuring the Rediscover the RiverWalk branding for service businesses in the downtown core.

CARRIED.

10. Committee Roundtable – New Business/Discussion

a. New Business from Members

- i. Kevin Bunce requested more information about the Joanne Crack memorial. Staff will follow up.*

11. Adjournment:

Moved by Kevin Bunce, seconded by Blinda Campbell that the meeting be adjourned to June 14th, 2022.

CARRIED.