



## PRESCOTT BIA BOARD OF MANAGEMENT

### Minutes

February 8<sup>th</sup>, 2022 | 6:00 p.m.

Remote meeting

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#### Attendance:

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

**Staff:** Matthew Armstrong, Dava Valentyne, Justin St. Pierre, Elizabeth Lawless

1. Call to Order

*BIA Chair Kevin Bunce called the meeting to order at 6:02 PM*

2. Approval of the Agenda

*Moved by Jeanne Fox-Dibble, seconded by Blinda Campbell 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 Pearl Visser, that the minutes dated January 11<sup>th</sup>, 2022 be accepted as presented.*

**CARRIED.**

6. Committee Reports

- a. Promotions Committee

*i. The Promotions Committee met on January 22<sup>nd</sup> to discuss the I Love Local Campaign. Justin St. Pierre provided a brief update of the discussion that was held.*

7. Staff Updates

a. Digital Main Street Update

*Justin St. Pierre, Business Development Officer, provided an update on Digital Main Street, including a discussion of results to date and a discussion of ongoing funding options.*

b. BIA Coordinator Update

*Justin St. Pierre, Business Development Officer, provided an update on the I Love Local Campaign, the 2022 Farmers' Market, and the BIA's ongoing work with the Ontario by Bike program.*

c. Staff Update

*Dana Valentyne, Economic Development Officer, deferred her update to the agenda item on website development.*

8. Agenda Items

a. Board Executive Positions

*Matthew Armstrong, CAO, spoke to legal requirements surrounding the BIA Executive. Per the governing by-law of the Prescott BIA, nominations were held for the positions of Chair, Vice-Chair, Treasurer, and Secretary. Following discussions, new positions were accepted as follows:*

*Chair – Tracey Young*

*Vice-Chair – Leslie Bottigoni*

*Treasurer- Karen Burman-Martin*

*Secretary – Blinda Campbell*

b. Website Development

*Dana Valentyne spoke to the potential options for the BIA website, including a microsite, a set of pages hosted on the Town of Prescott Website, and maintaining a separate site.*

***Moved by Leslie Bottigoni, seconded by Blinda Campbell that the BIA migrate to a Town-hosted website and redirect the existing URLs to this page.***

***CARRIED***

9. Financial Report

*Tracey Young, BIA Treasurer, provided an update on the Prescott BIA budget for 2021.*

***Moved by Tracey Young, seconded by Blinda Campbell that the BIA pay the invoice in the amount of \$270 to OBIAA for yearly membership renewal.***

**CARRIED**

*Moved by Tracey Young, seconded by Pearl Visser that the Financial Report be accepted as presented.*

**CARRIED.**

10. Committee Roundtable – New Business/Discussion

- *Ideas related to International Women’s Day were discussed. The topic was assigned to the Promotions Committee to investigate further and plan the BIA’s official IWD Campaign for March 8<sup>th</sup>.*

11. Adjournment:

*Moved by Leslie Bottigoni, seconded by Pearl Visser that the meeting be adjourned to March 8<sup>th</sup>, 2022.*

**CARRIED.**