



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

October 10th, 2023 | 5:30 p.m.

Council Chambers, Prescott Town Hall, 360 Dibble Street West

Attendance:

Board: Councilor Ruth Lockett, Councilor Tracey Young, Blinda Campbell, Nicole Hudson, Jeanne Fox-Dibble, Charity Moran, Terry Ghaney.

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

Blinda Campbell called the meeting to order at 5:35 PM

2. Approval of the Agenda

Moved by Terry Ghaney, 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 Charity Moran, seconded by Ruth Lockett that the minutes dated September 12th, 2023 be accepted as presented.

CARRIED.

6. Financial Report

Treasurer Nicole Hudson presented the Board's financial position as at September 30th, 2023.

Moved by Tracey Young, seconded by Terry Ghaney that the Financial Report be accepted as presented.

CARRIED.

7. Committee Reports

a. Marketing and Promotions Committee and Placemaking Committee

i. Halloween Events and Promotion

Justin outlined the plans for Halloween, including the decorating contest that will be launched on October 17th and run through October 31st, and the Halloween Market to be held on October 28th at the Clock Tower Parking Lot. He also discussed the partnership with Astral Light Paranormal for the Haunting in Downtown Prescott events, with the first paranormal investigation on October 15th leading to the first public presentation at Katarina's Coffee Shop on October 24th.

ii. Christmas Planning

The committees have begun discussing a variety of potential Christmas activations, with a Christmas Market at the Pop-Ups being the most popular idea. A working group was established to begin meeting to plan to activities and will report at the November 2023 meeting.

8. Chair's Report

Blinda updated the Committee on work with the South Grenville Chamber of Commerce, including early planning for a Multi-Organization Christmas event.

9. Staff Updates

a. BIA Coordinator Update

i. Strategic Planning

Justin discussed the on-going Strategic Planning project and suggested the Planning Committee meetings be recommenced.

ii. *Light Up the Night Parade*

Justin informed the Board that the annual Light Up the Night Parade would be held on November 17th. The possibility of a BIA float in the Parade was discussed.

b. *Staff Updates*

i. *Small Business Week 2023*

Justin discussed the Small Business Situation Room event to be held at the Alaine Chartrand Community Centre on October 17th. The event will bring together organizations that support business along with subject-area experts to help answer questions that local businesses have.

ii. *Bridges to Better Business 2023*

Leeds Grenville Small Business is hosting the annual Bridges to Better Business event at Town Hall on October 26th from 4 pm to 6:30 pm. Councilor Ruth Lockett and Lisa Lockett are the keynote speakers, and tickets are available for purchase.

iii. *2023 Surveys*

Justin informed the Board that the 2023 Downtown Public Spaces & Pop-Ups survey was now closed, and a full report on the results would be provided following an upcoming report to Council.

iv. *Downtown Business & Development Update*

Dana provided an update on recent business and development news.

10. Agenda Items

a. Downtown Streetscaping

The Board received a report stemming from earlier discussions at the Placemaking Committee and the September Board Meeting concerning the potential for a comprehensive streetscaping of the Downtown core. Such a project would require substantial outside funding along with a large commitment from the Town of Prescott. After discussion, the Board reached consensus on the importance of the Project and decided to allocate Reserve Funds to a specific Downtown Streetscaping fund.

Moved by Nicole Hudson, seconded by Charity Moran, that the BIA allocate \$15,000 from Reserves to create a Downtown Streetscaping fund, and review a potential annual contribution within the parameters of the Strategic Planning process, and recommend that Council identify Downtown Streetscaping as a priority and begin taking steps to secure design plans and implementation funding.

CARRIED

11. Committee Roundtable

a. *New Business from Members*

i. *Membership*

The Board agreed to discuss Board Membership at the next Board meeting.

b. *Upcoming Committee Meetings*

Regular committee meetings were deferred due to upcoming events and will be rescheduled at a later date.

12. Adjournment:

Moved by Jeanne Fox-Dibble, seconded by Terry Ghaney that the meeting be adjourned to November 14th, 2023 at 5:30 pm.

CARRIED.