



PRESCOTT BIA BOARD OF MANAGEMENT

AGENDA

February 13th, 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

5. Minutes of the Previous Meeting

Recommendation: *"That the minutes dated January 9th, 2024, be accepted as presented."*

6. Financial Report

Recommendation: *"That the Financial Report, including the 2023 Year-End Report, be accepted as presented."*

7. Chair Updates

8. Staff Updates

a. Staff Updates

i. Downtown Business & Development Update

9. Agenda Items

a. Associate Membership – Working Group Recommendations and Discussions

Recommendation: *"That the Associate Membership Working Group's recommendation be accepted as presented, and staff be directed to move forward with the development of*

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.

the Associate Membership package to be presented at the Downtown Prescott BIA Annual General Meeting.”

b. Annual General Meeting Preparation

Recommendation: “That the BIA schedule its Annual General Meeting for March 26th, 2024 at Prescott Town Hall, and direct staff to proceed with Town of Prescott and Member Notification as required.”

c. 2024 Budget

Recommendation: “That the 2024 Downtown Prescott BIA Budget be approved.”

d. Leo Boivin Showcase Sponsorship Request

Recommendation: “That the BIA contribute \$250 to the Leo Boivin Showcase as a Bronze Level Sponsor.”

e. Canine Watersports Canada Sponsorship Request

Recommendation: “That the BIA contribute \$350 as a Make A Splash On Canada Day Banner Sponsor for the Canada Day Weekend CWC event at the Prescott Pop-Ups.”

f. March Break Public Skating Sponsorship

Recommendation: “That the BIA contribute \$187.50 + HST to sponsor a March Break Public Skating Session at the Alaine Chartrand Community Centre.”

10. Closed Session

a. Board Membership

Recommendation: “That the Board of Management enter closed session Under Section 239(2)(b) of the Municipal Act - personal matters about an identifiable individual, including municipal employee; and That the Chief Administrative Officer, Economic Development Officer, and BIA Coordinator remain in the room for the discussion.”

11. Committee Roundtable

a. New Business from Members

b. Upcoming Committee Meetings

12. Adjournment

Recommendation: “That the meeting be adjourned to March 12th, 2024 at 5:30 pm.”

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.



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

January 9th, 2024 | 5:30 p.m.

Council Chambers, Prescott Town Hall, 360 Dibble Street West

Attendance:

Board: Councilor Tracey Young, Natalie Sobhie, Nicole Hudson, Jeanne Fox-Dibble, Charity Moran, Terry Ghaney,

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

Vice-Chair Natalie Sobhie called the meeting to order at 5:35 PM

2. Approval of the Agenda

Moved by Ruth Lockett, seconded by Jeanne Fox-Dibble, 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 Nicole Hudson that the minutes dated November 14th, 2023 be accepted as presented.

CARRIED.

6. Financial Report

Treasurer Nicole Hudson presented the Board's financial position as at December 31st, 2023.

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

CARRIED.

7. Chair's Report

Vice-Chair Natalie Sobhie informed the Board that Chair Blinda Campbell had submitted her resignation from the Board of Management.

Moved by Ruth Lockett, seconded by Tracey Young that Blinda Campbell's resignation from the BIA Board of Management be accepted with Regret.

CARRIED.

8. Staff Updates

a. Staff Updates

i. Multi-Organizational Business Mixer

The BIA provided financial support to the Multi-Organizational Business Mixer, held November 28th at Renegadz Restaurant & Bar Lounge in Downtown Prescott. The event was a partnership with the South Grenville Chamber, Invest Prescott, the BIA, and Grenville CFDC. The event was a success with over 80 business attendees.

ii. RiverWalk Wonderland

RiverWalk Wonderland was held Dec. 1-3 at the Prescott Pop-Ups. While the weather throughout the weekend was less than ideal, both Friday and Saturday were well attended, with MP Michael Barrett and MPP Steve Clark joining Councilors Young and Lockett for the ceremonial first Wagon Ride on Saturday kicking off the event. Staff again thanked the numerous businesses that contributed to the Wonderland event, including the BIA.

iii. Holiday Activity Review

The Prescott Elves again visited businesses throughout town to distribute cheer and Prescott Dollars. As well, two Holiday Mini-Markets were held at the Museum & Visitor Centre, attracting many vendors and shoppers.

iv. StopGap.ca Update

Work is continuing on the StopGap.ca Ramp project. Eight businesses have confirmed interest, and staff will take measurements in the coming weeks to start the fabrication process.

v. Downtown Business & Development Update

Dana provided an update on recent business developments throughout Prescott.

9. Agenda Items

a. Election of Officers for 2024

Moved by Natalie Sobhie, seconded by Ruth Lockett that the following be appointed BIA Officers for 2024 Calendar Year: Natalie Sobhie, Chair; Tracey Young, Vice-Chair; Nicole Hudson, Treasurer; Charity Moran, Secretary.

CARRIED

b. Prescott Elves – Prescott Dollar Contribution

Moved by Jeanne Fox-Dibble, seconded by Tracey Young that the BIA contribute \$1000 from the Marketing & Promotion Budget to help fund Prescott Proud Dollar distribution as part of the RiverWalk Elves promotion.

CARRIED

c. Associate Membership Discussion

The Board discussed the idea of Associate Memberships to allow businesses outside the BIA Levy Area the opportunity to participate in certain events.

Moved by Ruth Lockett, second by Jeanne Fox-Dibble that the BIA establish a temporary working group consisting of Chair Natalie Sobhie and Vice-Chair Tracey Young to discuss adding an Associate Membership program, with a discussion to follow at the February 2024 Board Meeting.

CARRIED

d. Annual General Meeting and 2024 Budget Preparation

Moved by Tracey Young, seconded by Jeanne Fox-Dibble that staff be directed to set the date of the 2024 Annual General Meeting for March 19th, 2024 and that the BIA establish a temporary working group comprised of Chair Natalie Sobhie, Secretary Charity Moran, Ruth Lockett, and Jeanne Fox-Dibble to make recommendations to the BIA Board of Management on the 2024 Budget and assist in the planning of the 2024 Annual General Meeting.

CARRIED

10. Closed Session

Moved by Tracey Young, seconded by Jeanne Fox-Dibble that the Board of Management enter closed session Under Section 239(2)(b) of the Municipal Act - personal matters about an identifiable individual, including municipal employee; and That the Economic Development Officer, and BIA Coordinator remain in the room for the discussion.

CARRIED

11. Rise and Report

Chair Natalie Sobhie reported that during the Closed Session the Board received information and provided direction to staff concerning Board Membership.

12. Committee Roundtable

a. New Business from Members

i.

b. Upcoming Committee Meetings

i. Associate Membership Working Group – TBD

ii. AGM and Budget Working Group - TBD

13. Adjournment:

Moved by Tracey Young, seconded by Jeanne Fox-Dibble that the meeting be adjourned to February 13th, 2024 at 5:30 pm.

CARRIED.

Prescott BIA - 2023 Income Statement Report

As at December 31, 2023

Item	2023 Budget	2023 YTD	Notes
Revenue			
BIA Levy	29,000	30,447	
Total Revenue	29,000	30,447	
Expenses			
Co-coordinator			
Co-coordinator	10,000	10,000	
Supplies		22	
Conferences and Memberships		248	OBIAA 2023 Membership
Meeting Expenses		227	
Subtotal	10,000	10,497	
Marketing and Promotion			
Promotion	9,000	-	
Website, Social Media & Design		2,000	Environics Analytics
Advertising		515	
Events, Sponsorships and Partnerships		3,050	Halloween decorating contest, RiverWalk Wonderland Sponsorship, Holiday Mixer Contribution
Donations		-	
Subtotal	9,000	5,565	
Physical Improvements			
Beautification	10,000	5,000	Pop-ups \$5,000
Other Improvements		24,000	Lighting \$9,000 and Patio \$15,000
Subtotal	10,000	29,000	
Subtotal	29,000	(14,615)	
Total Operating Expenses	29,000	45,062	
Surplus / (Deficit)	-	(14,615)	

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

FEBRUARY 2024

BIA BOARD OF MANAGEMENT



DOWNTOWN BUSINESS & DEVELOPMENT UPDATE

Leeds Grenville Small BUSINESS ADVISORY CENTRE

Business Showcase
Local Business Panel
Lifetime Achievement Award
Dinner
Networking
Entertainment

International Women's Day

MARCH 7, 2024

North Grenville Municipal Centre

Collaboration & Creativity



Birds of a Feather
John Wilberforce
& Kelly Latimer



Driven Sponsor:



Recent Openings

Dream Cannabis
January 16th, 2024
290 King St. W
Soft Opening

Upcoming Openings

La Boutique Thrift
Spring 2024
119 King St. W

Upcoming Events

Chocolate Night/Women's
Financial Night
February 23, 2024
436 King St. W

CSE Consulting Spring 2024 Job Fair
February 27, 2024
12 pm to 3:30 pm
444 Prince Street

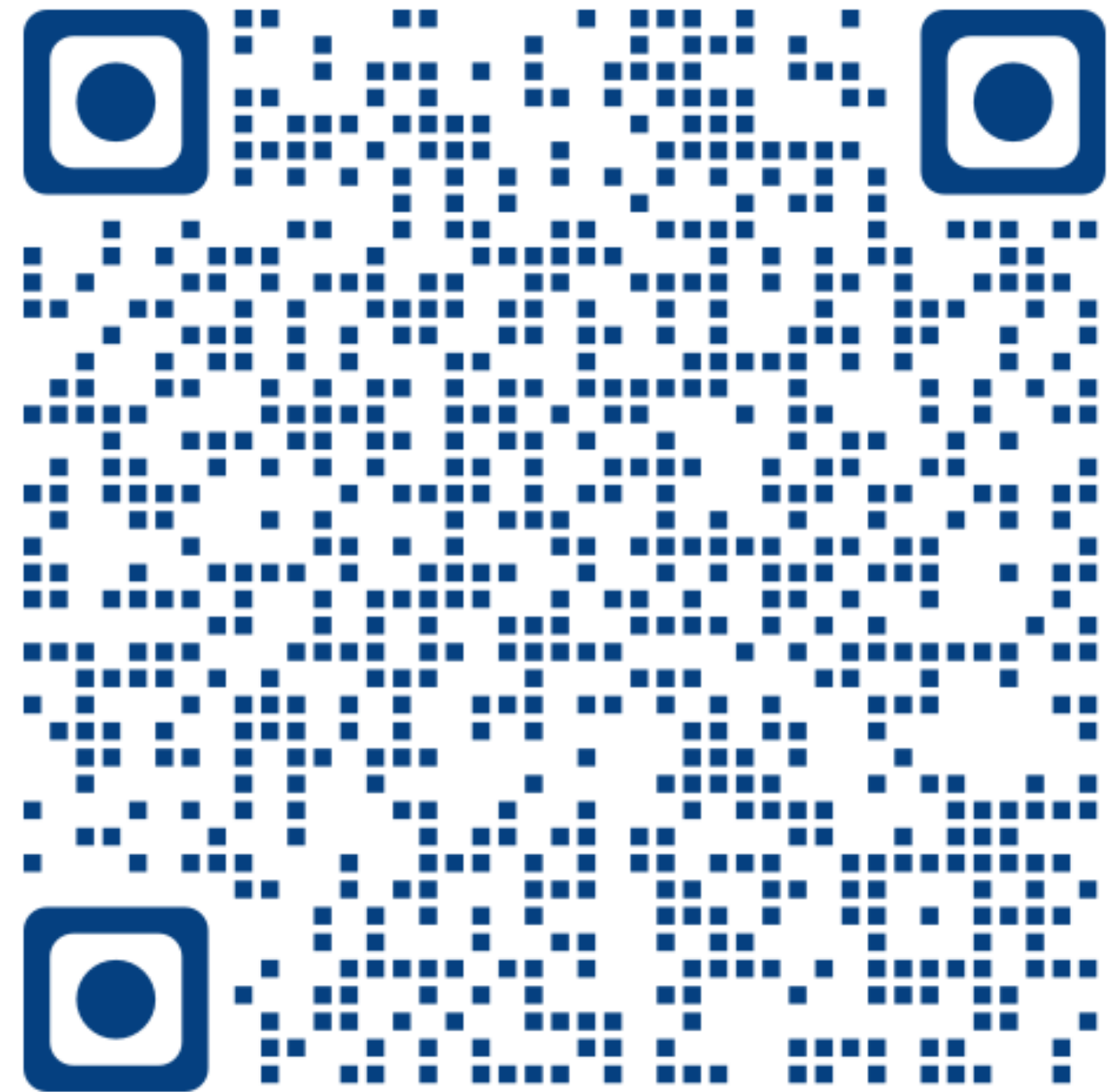
International Women's Day
March 7, 2024
3:30 pm to 9 pm
\$99 per person
North Grenville Municipal Centre

ATTENTION BUSINESSES!

INPUT REQUESTED ON REGIONAL SURVEY

The region has come together again to get a sense of how our local economy is doing. As a business leader / owner, your input is critical in gaining a stronger understanding of how local businesses are doing and what type of support is needed going forward. It also provides an opportunity to request assistance. The survey is open until March 10, 2024 at 11:59 p.m.

Please take a few minutes to complete the Leeds-Grenville-Thousand Islands and Rideau Lakes Business Survey.



Associate Membership - Working Group Recommendations and Discussion

STAFF RESEARCH

- CONTACTED OBIAA
- REVIEWED ONLINE RESOURCES
- ANALYZED AND COLLATED AVAILABLE INFORMATION

COMMON THEMES

- PROMOTIONS AND MARKETING ORIENTED
- BASED ON PROXIMITY TO BIA AREA
- FOCUSED ON “LIKE” BUSINESSES
- BOARD DISCRETION IN ACCEPTANCE
- NO PARTICIPATION IN BEAUTIFICATION

Associate Membership - Working Group Recommendations and Discussion

WORKING GROUP RECOMMENDATIONS

- ESTABLISH AN ASSOCIATE MEMBER PROGRAM
- LIMIT TO BUSINESSES LOCATED WITHIN PRESCOTT BUT OUTSIDE OF BIA LEVY AREA
- CAN BE HOME-BASED, SEASONAL
- FOCUS ON “DOWNTOWN-LIKE” BUSINESSES
- OPEN PARTICIPATION IN DOWNTOWN EVENTS (SIDEWALK SALES, FOOD EVENTS)
- MARKETING AND PROMOTIONAL OPPORTUNITIES
- PARTICIPATION IN COMMITTEES ALLOWED AND ENCOURAGED

Associate Membership - Working Group Recommendations and Discussion

NEXT STEPS

- FORMAL PACKAGE ESTABLISHED FOR THE ASSOCIATE MEMBER PROGRAM
- STAFF PREPARES REQUISITE AMENDMENT TO THE BIA BY-LAW TO ALLOW FOR ASSOCIATE MEMBERS FOR COUNCIL'S CONSIDERATION

Recommendation: "That the Associate Membership Working Group's recommendation be accepted as presented, and staff be directed to move forward with the development of the Associate Membership package and By-Law amendments to be submitted to Prescott Town Council for consideration."

Associate Membership

ABOUT:

An Associate Member of the Downtown Prescott BIA is a business whose *primary location is within the Town of Prescott* but *outside the BIA Levy Area*, whose business *reflects the traditional characteristics of Downtown Business Areas* and *reflects or expands the current offering of the Downtown Prescott BIA*, to help support the BIA's aim to further the interests of the Downtown Prescott RiverWalk District as a *destination business area* and the broader Town of Prescott as a community of choice for businesses and visitors.

GOAL OF PROGRAM:

To create mutually beneficial partnerships between the Downtown Prescott BIA and other related Prescott businesses to help promote the Downtown Prescott RiverWalk District as a destination, leading to business growth and new customers for businesses throughout Prescott.

What's included with Associate Membership:

Associate Members of the Downtown Prescott BIA will be provided the following services for an annual fee set by the BIA Board of Management:

- Opportunity to participate in Downtown Prescott BIA events, including all sidewalk sales with outdoor access;
- Opportunity to participate in Downtown Prescott BIA promotions;
- Content sharing, where appropriate, by the Downtown Prescott RiverWalk District social media presence;
- promotion on BIA social media (including: Facebook and Instagram), where appropriate;
- Opportunities to sit on the BIA committees and working groups at the discretion of the Board of Management.

What's NOT included:

Associate Members **DO NOT** receive the full benefits of regular membership in the Downtown Prescott BIA.

- Associate Members **DO NOT** receive Voting Rights at the BIA's Annual General Meeting
- Associate Members **ARE NOT** entitled to hold seats on the Board of Management of the Downtown Prescott BIA.
- Associate Member locations **WILL NOT** be included in downtown beautification programs.

Minimum Eligibility Requirements:

- Associate Member Businesses must be located within the Town of Prescott;
- Associate Member Businesses must, to the satisfaction of the Board of Management, reflect the characteristics of a traditional Downtown business;
- Associate Member Businesses must support the aim of the Downtown Prescott BIA to further the interests of the Downtown Prescott RiverWalk District as a destination business area;
- Pay the Annual Associate Membership Fee of \$125 (2024) upon acceptance as an Associate Member Business.

- Businesses can be seasonal, home-based, and brick-and-mortar businesses are eligible for membership, provided they meet the above requirements and are approved by the Board of Management.

ADDITIONAL TERMS:

- Associate Members are required to pay any vendor or participant fee for events for which a BIA Member would also have to pay to participate;
- Associate Members will not be included in Downtown BIA beautification programs;
- Membership is based on businesses rather than locations – multi-vendor locations can have multiple individual BIA Associate Members, where appropriate;
- The current Downtown Prescott BIA Board of Management reviews Associate Membership applications and they reserve the right to refuse Associate Membership to any applicant;
- Applications for Associate Membership will be reviewed and brought to the BIA Board of Management as a whole at the next regular meeting following submission.



**Downtown Prescott BIA Board of Management
Annual General Meeting
AGENDA**

March 26, 2024 @ 5:30 pm

Venue: Ruth Evanson Room, Prescott Town Hall

Live Broadcast to YouTube – Fort Town TV <https://bit.ly/307LKe2>

6:00pm - 6:15pm - Networking.

6:15pm - 6:20pm - Welcome – Councillor Ruth Lockett – Council Representative to BIA Board - Town of Prescott

1. Call To Order and Introduction of Board Members

2. Approval of the Agenda

3. Declarations of Interest

4. Minutes of the Previous Annual General Meeting

4.1 2023 Annual General Meeting Minutes

5. Staff Reports

5.1 Prescott Economic Development and Tourism Update - Dana Valentyne, Economic Development Officer, Town of Prescott

5.2 Downtown Prescott in 2023 – Justin St. Pierre, BIA Co-ordinator/Business Development Officer, Town of Prescott

6. Financial Report – Nicole Hudson, Treasurer

7. Looking Ahead to 2024 – Natalie Sobhie, Chair

8. Period for Questions from the Public and Media

9. Adjournment

2024 Budget

- WORKING GROUP RECOMMENDATIONS
 - ESTABLISH GENERAL LINE-ITEMS FOR 2024 BUDGET WITHIN PREVIOUS PARAMETERS
 - CONSIDER POTENTIAL LEVY INCREASE FOR 2025

Recommendation: "That the 2024 Downtown Prescott BIA Budget be approved."

Prescott BIA - Proposed 2024 Budget

Item	2024 Budget
Revenue	
BIA Levy	29,000
Total Revenue	29,000
Expenses	
Co-coordinator	
Co-coordinator Expense	10,000
Subtotal	10,000
Marketing and Promotion	
Digital Marketing	1,000
Summer Promotions	2,500
Halloween Promotions	1,000
Holiday (Christmas) Promotions	2,500
Sponsorships	2,000
Subtotal	9,000
Physical Improvements	
Streetscaping Fund Transfer	3,000
Public Art	2,000
Other Beautification	5,000
Subtotal	10,000
Subtotal	29,000
Total Operating Expenses	29,000
Surplus / (Deficit)	-

Leo Boivin Showcase

- LONG STANDING MINOR HOCKEY TOURNAMENT RETURNING TO PRESCOTT IN 2024
- OPPORTUNITY TO SUPPORT AT LEVELS RANGING FROM \$250 TO \$2000
- PROVIDES VISIBILITY AT A HIGH TRAFFIC EVENT WITH NUMEROUS OUT-OF-TOWN VISITORS

Recommendation: "That the BIA contribute \$250 to the Leo Boivin Showcase as a Bronze Level Sponsor."



Canine Watersports Canada would like to invite your business to join us and be part of the 204 Make A Splash On Canada Day, on June 29th, June 30th and July 1st, in Prescott, ON.

Canine Watersports Canada Canine Watersports Canada is Canada's FIRST dock jumping organization and is 100% Canadian owned and operated!!! It's wet, wild, and most of all, wonderfully wholesome entertainment for every member of the family.

You might be asking yourself what is Canine Watersports Canada? Canine Watersports Canada features, a dog-and-handler team atop a 36-foot dock, adjacent a 45-foot-long pool filled with water. Dogs flying through the air and landing in the water with a dramatic—and occasionally audience-drenching—splash. It attracts many enthusiastic spectators who are inspired and delighted with the showmanship of the dogs and owners engaged in competition and we expect this event is always our biggest and best event, and will attract competitors from all over Ontario, and the US!



Canine Watersports Canada features the best possible dock jumping competitions in the world of dock jumping. Our mission is to provide the highest standard of professionalism and integrity for our competitors, sponsors, and hosts while providing spectators hours of entertainment that will allow everyone the opportunity to enjoy the most unique and fastest growing dog sport in Canada today!

Imagine for a moment, the sight of a happy, high-spirited dog waiting with breathless anticipation at one end of a 36-foot dock. At the other end, the dog's handler stands before a 45-foot pool, dangling an enticing floatable toy. In an instant, the dog--energized by the sudden swell of a cheering crowd--speeds down the dock just as the handler hurls the toy skyward. The dog jumps off the edge of the dock, flying over 20 feet through the air in hot pursuit, before his awesome splashdown into the pool.

Now imagine being part of an entire weekend of this with your logo featured on our website, social media platforms or possibly a banner on our pool.. It's wet, it's wild, it's wonderful adrenalized fun, and a guaranteed crowd-pleaser.

Canine Watersports Canada is currently seeking your sponsorship to promote Make A Splash On Canada Day while enhancing the alignment of your brand with this event.

Sponsoring Make A Splash On Canada Day will show your support for Prescott as well as enable us to host the event in our city while offering you a wonderful opportunity for us to deliver your marketing message and brand directly to competitors and audience while enjoying the most unique and fastest growing dog sport in Canada today.

Please help us provide your city with a great event. Your sponsorship will also help other local small businesses, like hotels, restaurants as well as tourism.

Sponsorship Benefits include:

- 🍁 Positive & Fun Environment**
- 🍁 Family Oriented**
- 🍁 Targets Animal Lovers and Sports Enthusiasts Alike**
- 🍁 Multimedia Opportunities**
- 🍁 Emcee Announcements**
- 🍁 Product Displays**
- 🍁 Banner Display**
- 🍁 Broad Demographics: Parents, Grandparents, Children, Teenagers**
- 🍁 Website/Social Media Opportunities**



Thank you for your time and consideration.

If you have any questions or concerns, please feel free to contact me.

Sincerely,

Karen Larocque, President

larocque5@sympatico.ca

613-802-9337

www.caninewatersportscanada.com

Outlined below are some of the Sponsorship Opportunities for 2024 Make A Splash On Canada Day.

Make A Splash On Canada Day Donations \$50-\$300

- 🍁 Your logo and hyper link will be added to our website and on our Make A Splash On Canada Day event page.
- 🍁 You will receive frequent Emcee Announcements.
- 🍁 Your donations will be given to all of our winners.

Make A Splash On Canada Day Vendor \$150 (\$50/day) + hst

- 🍁 Your logo and hyper link will be added to our website as a vendor on our website and on our Make A Splash On Canada Day event page.
- 🍁 You will receive frequent Emcee Announcements.
- 🍁 You may set up a booth at our events to promote your product/service at Make A Splash On Canada Day.

Make A Splash On Canada Day Banner Sponsor \$350 + hst

- 🍁 Your logo and hyper link will be added to our website as a sponsor on our website and on our Make A Splash On Canada Day event page.
- 🍁 You will receive frequent Emcee Announcements.
- 🍁 You may set up a booth at our events to promote your product/service at Make A Splash On Canada Day.
- 🍁 We will have 1, 2'x8' banner to be displayed at Make A Splash On Canada Day.



Make A Splash On Canada Day T-shirt Sponsor \$550 + hst (2-3 available)

- 🍁 Your logo and hyper link will be added to our website as a sponsor on our website and on our Make A Splash On Canada Day event page.
- 🍁 You will receive frequent Emcee Announcements.
- 🍁 You may supply 1, 2'x8' banner to be displayed at Make A Splash On Canada Day.
- 🍁 You may set up a booth at our events to promote your product/service at Make A Splash On Canada Day.
- 🍁 Your logo will be added to 40 event t-shirts that will be given to our competitors when they register.

Please note that most of these sponsorship packages are time sensitive because they have to be made and if you do not see anything that relates to what you want to do or see please don't hesitate to ask me about it, we are more than willing to work with you and make you as happy as possible!

March Break Public Skating Sponsorship

- RECREATION AND COMMUNITY SERVICES IS REQUESTING SPONSORS FOR FREE PUBLIC SKATING AT THE ACCC DURING MARCH BREAK (11TH-15TH)
- EACH 1.5 HOUR SESSION COSTS \$187 + HST TO SPONSOR

Recommendation: "That the BIA contribute \$187.50 + HST to sponsor a March Break Public Skating Session at the Alaine Chartrand Community Centre."

MARCH BREAK PUBLIC SKATING SPONSORSHIP OPPORTUNITIES

HELP SUPPORT FREE PUBLIC SKATING AT THE ACCC

 SKATES HELD DAILY MARCH 11-15

 SPONSOR LOGOS POSTED ON ARENA CCTV AND SOCIAL MEDIA

SPONSORSHIP COST
\$187+HST PER 1.5 HOUR SESSION

CONTACT
SJOUDOINMILLER@PRESCOTT.CA

