



PRESCOTT BIA BOARD OF MANAGEMENT

AGENDA

November 14th, 2023 | 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 October 10th, 2023, be accepted as presented."*

6. Financial Report

Recommendation: *"That the Financial Report be accepted as presented."*

7. Committee Reports

a. Marketing and Promotions Committee and Placemaking Committee

8. Chair Updates

9. Staff Updates

a. BIA Coordinator Update

i. Halloween Wrap-up

b. Staff Updates

i. Small Business Week 2023 Wrap-up

ii. 2023 Downtown Prescott Public Spaces & Pop-Ups Survey Results

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.

iii. *Downtown Business & Development Update*

10. *Agenda Items*

a. *Multi-Organization Christmas Mixer*

Recommendation: *“That the BIA contribute \$300 from the Marketing & Promotion Budget as a partner for the collaborative Holiday Business Mixer to be held in Downtown Prescott.”*

b. *Holiday Downtown Foliage Proposal*

c. *RiverWalk Wonderland Planning*

Recommendation: *“That the BIA support the RiverWalk Wonderland seasonal installation as a Santa-level Sponsor in the amount of \$500 from the Marketing & Promotion Budget.”*

d. *Membership Discussion*

11. Committee Roundtable

a. *New Business from Members*

b. *Upcoming Committee Meetings*

- i. Christmas Planning Committee – Weekly through RiverWalk Wonderland

12. Adjournment

Recommendation: *“That the meeting be adjourned to December 12th, 2023 at 5:30 pm.”*

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