



PRESCOTT BIA BOARD OF MANAGEMENT

AGENDA

March 12th, 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 February 13th, 2024, be accepted as presented."*

6. Financial Report

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

7. Chair Updates

8. Staff Updates

a. Staff Updates

i. Leo Boivin International Showcase – Promotions

ii. International Women's Day

iii. Downtown Business & Development Update

9. Agenda Items

a. South Grenville Tourism Advertising Opportunity

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.

Recommendation: *“That the Downtown Prescott BIA purchase a ¼ page RiverWalk District Ad in the 2024 South Grenville Tourism Guide for \$380 + HST.”*

b. *South Grenville Digital Main Street Resolution*

Recommendation: *“That the Downtown Prescott BIA endorses the Town of Prescott’s Council Resolution concerning the impact and renewal of the Digital Main Street program.”*

c. *My Main Street Funding Letter of Support*

Recommendation: *“That the Downtown Prescott BIA provide a Letter of Support for the Town of Prescott’s My Main Street Community Activator Program application.”*

d. *Placemaking Working Group*

Recommendation: *“That the Downtown Prescott BIA establish a Placemaking Working Group and appoint up to four regular Board members to participate.”*

10. Committee Roundtable

a. New Business from Members

i. “Wings & Tarts” Event

b. Upcoming Working Group Meetings

11. Adjournment

Recommendation: *“That the meeting be adjourned to April 9th, 2024 at 5:30 pm.”*

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PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

February 13th, 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.

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

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

2. Approval of the Agenda

Moved by Tracey Young, seconded by Charity Moran, 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 January 9th, 2024 be accepted as presented.

CARRIED.

6. Financial Report

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

Moved by Tracey Young, seconded by Charity Moran that the Financial Report, including the 2023 Year-End Report, be accepted as presented.

CARRIED.

7. Chair's Report

None.

8. Staff Updates

a. Staff Updates

i. Downtown Business & Development Update

Dana provided an update on recent business developments throughout Prescott.

9. Agenda Items

a. Associate Membership – Working Group Recommendations and Discussions

Moved by Tracey Young, seconded by Nicole Hudson 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 to be presented at the Downtown Prescott BIA Annual General Meeting."

CARRIED

b. Annual General Meeting Preparation

Moved by Tracey Young, seconded by Charity Moran 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.

CARRIED

b. 2024 Budget

The AGM & Budget Working Group discussed a number of options for the 2024 Budget, and recommended adding broad categories to aid in discussions and decision-making in 2024.

Moved by Tracey Young, second by Charity Moran that the 2024 Downtown Prescott BIA Budget be approved.

CARRIED

c. *Leo Boivin International Showcase Sponsorship*

Moved by Charity Moran, seconded by Tracey Young that the BIA contribute \$250 to the Leo Boivin Showcase as a Bronze Level Sponsor.

CARRIED

d. *Canine Watersports Canada Sponsorship Request*

Moved by Tracey Young, seconded by Jeanne Fox-Dibble that the BIA contribute \$550 as a Make A Splash On Canada Day T-Shirt Sponsor for the Canada Day Weekend CWC event at the Prescott Pop-Ups.

CARRIED

e. *Annual General Meeting and 2024 Budget Preparation*

The Board requested that this opportunity be promoted to Downtown businesses.

10. Closed Session

Moved by Tracey Young, seconded by Charity Moran 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.

Moved by Tracey Young, seconded by Nicole Hudson that Belinda Ballentine, Cindy Casselman, and Holly Patenaude be nominated to fill the current vacancies on the Downtown Prescott BIA Board of Management, and that their names be submitted to Council for appointment for the remainder of the 2023-2026 Term.

CARRIED.

12. Committee Roundtable

a. New Business from Members

i. International Women's Day

Tracey Young discussed the upcoming International Women's Day event in Kemptville, and suggested the Board allocated funds to support a Downtown businesses person attending the event.

Moved by Tracey Young, seconded by Nicole Hudson that the BIA allocated \$99 to purchase a ticket to the Leeds Grenville Small Business International Women's Day event in Kemptville on March 7th, and appoint Natalie Sobhie, Nicole Hudson, and Tracey Young to the selection working group.

CARRIED.

i. St. Patrick's Day

Charity Moran raised the idea of a St. Patrick's Day pub-crawl type event, along with a potential for new Shop Local passport events.

b. Upcoming Committee Meetings

i. IWD2024 Selection Working Group – February 27th at 5:30 pm, Prescott Town Hall

13. Adjournment:

Moved by Nicole Hudson, seconded by Jeanne Fox-Dibble that the meeting be adjourned to March 12th, 2024 at 5:30 pm.

CARRIED.

Prescott BIA - March 2024

Item	2024 Budget	2024 Allocation
Revenue		
BIA Levy	29,000	29,000
Total Revenue	29,000	29,000
Expenses		
Co-coordinator		
Co-coordinator Expense	10,000	10,000
		250 AGM Expense
		249 OBIAA Membership
Subtotal	10,000	10,499
Marketing and Promotion		
Digital Marketing	1,000	
Summer Promotions	2,500	
Halloween Promotions	1,000	
Holiday (Christmas) Promotions	2,500	
Sponsorships	2,000	988 Make a Splash, Leo Boivin Showcase, PFSC Ice Show
Subtotal	9,000	988
Physical Improvements		
Streetscaping Fund Transfer	3,000	
Public Art	2,000	
Other Beautification	5,000	
Subtotal	10,000	-
Subtotal	29,000	11,486
Total Operating Expenses	29,000	11,486
Surplus / (Deficit)	-	

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

MARCH 2024

BIA BOARD OF MANAGEMENT



LEO BOIVIN INTERNATIONAL SHOWCASE PROMOTIONS

Restaurant Promotion


- Restaurants provided opportunity to offer Leo Specials to be promoted for event
- On-site promotion of all restaurants at event

Window Decorations

- All businesses have been asked to decorate windows for Leo Tournament weekend and tag @ExplorePrescottON for sharing



DOWNTOWN
PRESCOTT
 RiverWalk
 District




International Women's Day

#InspireInclusion
 #IWD2024

The local theme for #IWD2024 event is Collaboration & Creativity. What does this mean for you as a Business Owner?

“ I have always valued the power of women working together, supporting each other and creating a positive collaborative environment. I truly believe that all businesses should see each other as a team, working together for the betterment of all.

Leslie Bottigoni
 Lemar on Main




International Women's Day

#InspireInclusion
 #IWD2024

What advice would you give to other women considering opening their own business?

“ Think about how you will have work life balance. Take a minimum of 24 hours off from your business every week. No emails, No phones, be off work! You will be more productive after taking time off for yourself.

Michelle Peters
 Watergirl Quilt Co.




International Women's Day

#InspireInclusion
 #IWD2024

Tell us about your favourite moment operating your business in the Downtown Prescott RiverWalk District

“ Wow... That's tough! I can't possibly cut it down to one... but that moment when your client casually flicks their hair and looks over their shoulder into the mirror as they go to walk out and that smile that starts from the inside shines out... that right there... that never gets old!

Charity Moran
 Curls & Cuts Hair Shoppe



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Leslie Bottigoni
 LeMar on Main



International Women's Day

#InspireInclusion
 #IWD2024

DOWNTOWN BUSINESS & DEVELOPMENT UPDATE



PRESCOTT
EST 1784
THE FORT TOWN

Find us by the front
entrance!

Prescott **SPRING
HOME &
TRADE
SHOW**

MARCH 21-23 2024

Leo Boivin Community Centre

www.OAPEvents.ca

Upcoming Openings

La Boutique Thrift
Spring 2024
119 King St. W

St. Lawrence Shakespeare Festival Office
April 2024
202 King St. W

Upcoming Events

Prescott Home & Trade Show
Leo Boivin Community Centre
March 21st & 22nd 3 pm to 8 pm
March 23rd 9 am to 2 pm

Downtown Prescott BIA
Annual General Meeting
March 26th, 5:30 pm
Prescott Town Hall

Leo Boivin International Showcase
Alaine Chartrand Community Centre
March 28th to 31st

Solar Eclipse
April 8

Bytown & Prescott Model Train Show
Leo Boivin Community Centre
April 13, 10 am to 4 pm

South Grenville Tourism Advertising Opportunity

- SOUTH GRENVILLE CHAMBER HAS PARTNERED WITH HENDERSON PRINTING TO PRODUCE A 2024 TOURISM GUIDE
- TO BE DISTRIBUTED TO CHAMBER/TOURISM SITES, LOCATIONS IN OTTAWA, KINGSTON, CORNWALL, BORDER LOCATIONS IN US
- 1/4 PAGE AD PRICE IS \$380



South Grenville Digital Main Street Resolution

- RECEIVED CONFIRMATION IN EARLY MARCH THAT DIGITAL MAIN STREET FUNDING WAS CONCLUDING MARCH 31ST
- COUNCIL PASSED THE FOLLOWING RESOLUTION:

Whereas the provincial Digital Main Street Program funding is scheduled to end March 31, 2024; and

Whereas the Digital Main Street Program is a provincially funded program focusing on assisting small businesses with the adoption of technology; and

Whereas Digital Main Street Program has assisted 85 businesses in Prescott and 129 in South Grenville which includes Township of Edwardsburg -Cardinal and Township of Augusta ; a total of 59 Digital Transformation Grants have been distributed, including 40 to Prescott Businesses, representing a direct investment of \$100,000 into Prescott businesses and \$147,500 across South Grenville; and

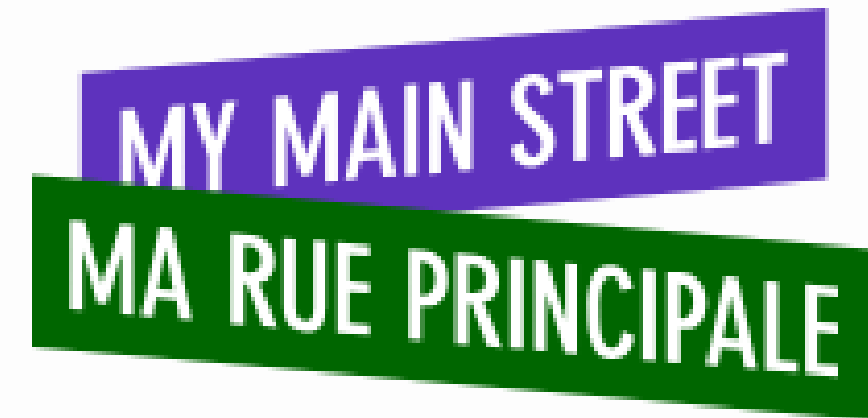
This program has specifically benefited South Grenville municipalities including the Town of Prescott by providing assistance with both one-on-one support and webinars for grant application, website set up, e commerce set up, social media page creation, social media analysis & content creation.

Now therefore be it resolved that the Council of the Town of Prescott support the continuation of funding for this successful and important program; and

That a copy of this resolution be forwarded to the Premier Doug Ford, MPP Steve Clark, the Township of Edwardsburg-Cardinal, the Township of Augusta and all other municipalities in Leeds and Grenville.

My Main Street Funding Letter of Support

Recommendation: "That the Downtown Prescott BIA provide a Letter of Support for the Town of Prescott's My Main Street Community Activator Program application."



The Community Activator stream is intended to fund high-impact placemaking projects. Placemaking can be:



Events and Activations

Community events of a short, limited or repeating duration intended to draw visitors or create a new local offering, helping position a specific geographic area as a hub of community and economic activity.



Community enhancements

Above grade improvements to a specific geographic area that will enhance its physical and visual appeal, draw people in and increase feelings of safety, connection and community enjoyment.



Streetscape Improvements

Projects that facilitate a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy through intentional and creative placemaking.

Placemaking Working Group

RECOMMENDATION: "THAT THE DOWNTOWN PRESCOTT BIA ESTABLISH A PLACEMAKING WORKING GROUP AND APPOINT UP TO FOUR REGULAR BOARD MEMBERS TO PARTICIPATE."