



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

March 19th, 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, Terry Ghaney, Belinda Ballentine.

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 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 Terry Ghaney, seconded by Jeanne Fox-Dibble that the minutes dated February 13th, 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 Jeanne Fox-Dibble, seconded by Tracey Young that the Financial Report be accepted as presented.

CARRIED.

7. Chair's Report

Chair Natalie Sobhie welcomed new Board member Belinda Ballentine, representing Best of Farmers' Market, to her first Board of Management meeting.

8. Staff Updates

a. Staff Updates

i. Leo Boivin International Showcase – Promotions

Justin provided an update on Promotions planned to coincide with the Leo Boivin International Showcase, including restaurant promotions, window decorations, and on-site representation.

ii. International Women's Day

Justin reported on the International Women's Day celebrations, including the social media campaign and prize winner. Leslie Bottigoni was selected as the winner of the BIA's ticket to the LG Small Business IWD 2024 event.

iii. Downtown Business & Development Update

Dana provided an update on recent business developments throughout Prescott, as well as upcoming events including the Leo Boivin Showcase and the Prescott Model Train & Toy Show.

9. Agenda Items

a. South Grenville Tourism Advertising Opportunity

Moved by Tracey Young, seconded by Nicole Hudson that the Downtown Prescott BIA purchase a ¼ page RiverWalk District Ad in the 2024 South Grenville Tourism Guide for \$380 + HST.

CARRIED

b. South Grenville Digital Main Street Resolution

Moved by Jeanne Fox-Dibble, seconded by Tracey Young that the Downtown Prescott BIA endorses the Town of Prescott's Council Resolution concerning the impact and renewal of the Digital Main Street program.

CARRIED

c. My Main Street Funding Letter of Support

Moved by Jeanne Fox-Dibble, second by Nicole Hudson that the Downtown Prescott BIA provide a Letter of Support for the Town of Prescott's My Main Street Community Activator Program application.

CARRIED

d. Placemaking Working Group

The Board deferred this item to the April meeting to allow for greater participation.

10. Committee Roundtable

a. New Business from Members

i. Wings & Tarts Event

Dana discussed a potential event brought forward by Mayor Shankar to highlight local restaurants and bakers.

11. Adjournment:

Moved by Nicole Hudson, seconded by Jeanne Fox-Dibble that the meeting be adjourned to April 9th, 2024 at 5:30 pm.

CARRIED.