



## PRESCOTT BIA BOARD OF MANAGEMENT

### Minutes

November 14<sup>th</sup>, 2023 | 5:30 p.m.

Council Chambers, Prescott Town Hall, 360 Dibble Street West

#### Attendance:

**Board:** Councilor Tracey Young, Blinda Campbell, Nicole Hudson, Jeanne Fox-Dibble, Charity Moran, Bonnie Pidgeon-Gommert.

**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 Charity Moran, 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 October 10<sup>th</sup>, 2023 be accepted as presented.*

**CARRIED.**

## **6. Financial Report**

*Treasurer Nicole Hudson presented the Board's financial position as at October 31<sup>st</sup>, 2023.*

*Moved by Charity Moran, seconded by Jeanne Fox-Dibble that the Financial Report be accepted as presented.*

**CARRIED.**

## **7. Committee Reports**

### *a. Marketing and Promotions Committee and Placemaking Committee*

*Justin informed the Board that these meetings were deferred for the month in favour of the Holiday planning meetings, the results of which will be discussed during the Agenda Items portion of the meeting.*

## **8. Chair's Report**

*Blinda updated the Committee on the Multi-Organizational Holiday Mixer to be held on November 28<sup>th</sup>.*

## **9. Staff Updates**

### *a. BIA Coordinator Update*

#### *i. Halloween Wrap-up*

*Justin provided an update on Halloween activities, including the winners of the Halloween Decorating Contest (Olde Magick, Laurel & Lace, Property Guys), the Haunting in Downtown Prescott event at Katarina's, and the Halloween Market.*

### *a. Staff Updates*

#### *i. Small Business Week 2023 Wrap-up*

*Town of Prescott Economic Development held the Small Business Situation Room on October 17<sup>th</sup>, welcoming representations for local business organizations as well as experts in business banking (BMO Bank of Montreal), financial planning (L&A Financial), and insurance (Irving*

*H. Miller). Businesses were able to meet with experts in an informal setting.*

*On October 23, Leeds Grenville Small Business held their annual Bridges to Better Business at Prescott Town Hall. Councilor Ruth Lockett and Lisa Lockett were the guest speakers.*

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

*Staff presented the findings of the 2023 Downtown Prescott Public Spaces & Pop-Ups Survey. Results include a very positive public sentiment towards the Pop-Ups and other downtown installations.*

**iii. Downtown Business & Development Update**

*Dana provided an update on recent business developments throughout Prescott.*

**10. Agenda Items**

**a. Multi-Organization Christmas Mixer**

The South Grenville Chamber has been working with local business support organizations to plan a special Holiday Mixer, inviting local businesses, to be held at Renegadz Restaurant in Downtown Prescott. As with other member organizations of the committee, there is a request that the BIA contribute \$300 towards the costs of the event to be held in Downtown Prescott.

***Moved by Nicole Hudson, seconded by Jeanne Fox-Dibble 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.***

***CARRIED***

**b. Holiday Downtown Foliage Proposal**

Dana reported that an initial proposal had been received from a regional business to assist in Downtown Foliage decoration for the season. However, a final proposal with costing was not received, therefore this item was deferred.

**c. RiverWalk Wonderland Planning**

Justin updated the Board on the work of the Holiday working group in planning for RiverWalk Wonderland, to be held December 1<sup>st</sup> to 3<sup>rd</sup> at the Prescott Pop-

Ups. The event will include the Prescott Annual Tree Lighting Celebration on Dec. 1<sup>st</sup>, with live music, vendors, wagon rides, and crafts throughout the weekend.

*Moved by Bonnie Pidgeon-Gommert, seconded by Jeanne Fox-Dibble that the BIA support the RiverWalk Wonderland seasonal installation as a Santa-level Sponsor in the amount of \$500 from the Marketing & Promotion Budget.*

**CARRIED**

**d. Membership Discussion**

*This discussion was deferred to the January 2024 meeting, with staff to present options concerning how Board vacancies can be filled in the future.*

**11. Committee Roundtable**

**a. New Business from Members**

- i. Councilor Young raised the issue of potential **Associate Memberships** to allow businesses outside the BIA Levy Area to work more closely with the BIA. It was decided that this would be a discussion item at the January 2024 Board Meeting.*
- ii. Blinda Campbell reminded the Board of the **Strategic Planning** process. The process will be resumed with a discussion at the January 2024 Board Meeting.*

**b. Upcoming Committee Meetings**

- i. Christmas Planning Committee – Weekly through RiverWalk Wonderland*

**12. Adjournment:**

*Moved by Jeanne Fox-Dibble, seconded by Tracey Young that the meeting be adjourned to December 12<sup>th</sup>, 2023 at 5:30 pm.*

**CARRIED.**