



## PRESCOTT BIA BOARD OF MANAGEMENT

### Minutes

March 8<sup>th</sup>, 2022 | 6:00 p.m.

### Remote meeting

#### Attendance:

**Board:** Tracey Young, Dawn Tutecky-McDougall, Jeanne Fox-Dibble, Kevin Bunce, Brett Todd, Pearl Visser, Nicole Hudson, Blinda Campbell, Karen Burman-Martin.

**Staff:** Dana Valentyne, Justin St. Pierre, Elizabeth Lawless

1. Call to Order

*BIA Chair Tracey Young called the meeting to order at 6:02 PM*

2. Approval of the Agenda

*Moved by Karen Burman-Martin, seconded by Pearl Visser 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 Dawn Tutecky-McDougall, seconded by Karen Burman-Martin, that the minutes dated February 8<sup>th</sup>, 2022 be accepted as presented.*

**CARRIED.**

6. Committee Reports

a. Promotions Committee

- i. *The Promotions Committee met in February to discuss the International Women's Day Campaign. Justin St. Pierre provided a brief update of the discussion that was held.*

7. Staff Updates

a. Digital Main Street Update

*Elizabeth Lawless, Digital Main Street Coordinator, provided an update on Digital Main Street, including a discussion of results to date.*

b. BIA Coordinator Update

*Justin St. Pierre, Business Development Officer, provided an update on the I Love Local Campaign, the International Women's Day Campaign, Website Update, and Farmers' and Crafters' Market progress.*

c. Staff Update

*Dana Valentyne, Economic Development Officer, provided an update on the RiverWalk Promenade.*

8. Agenda Items

a. 2022 BIA Budget

*BIA Chair, Tracey Young, proposed a potential layout for the 2022 BIA Budget. Karen Burman-Martin, Board Member, spoke to the delegations of the 2022 BIA Budget. BIA Chair, Tracey Young, proposed a motion to keep the budget the same as the prior year with the following categories; BIA Coordinator, Promotions and Marketing, and Beautification.*

***Moved by Pearl Visser, seconded by Karen Burman-Martin that the BIA 2022 Budget categories remain the same as the previous year.***

***CARRIED***

b. *Committee Membership and Potential Reorganization*

*Tracey Young, BIA Chair, spoke to the potential reorganization of the BIA committees to improve productivity overall. The members of said committees were formed and are as follows.*

*Promotions and Events*

- *Karen Burman-Martin*
- *Blinda Campbell*
- *Jeanne Fox-Dibble*
- *Tracey Young*

*Beautification*

- *Kevin Bunce*
- *Pearl Visser*
- *Dawn Tutecky-McDougall*
- *Tracey Young*

***Moved by Kevin Bunce, seconded by Blinda Campbell that the BIA reorganize committees to reflect budget priority areas and assign members to the new committees.***

***CARRIED***

c. *Annual General Meeting Planning and Discussion*

*The planning of the annual general meeting will be the responsibility of the Planning and Events committee, who will report back to the board.*

d. *Summer Marketing Campaign – Social Media*

*Justin St. Pierre, Business Development Officer, spoke to potential summer marketing campaigns with a heavy focus on social media.*

9. Financial Report

*Karen Burman-Martin, BIA Treasurer, provided an update on the Prescott BIA budget for 2021.*

***Moved by Karen Burman-Martin, seconded by Kevin Bunce that the Financial Report be accepted as presented.***

**CARRIED.**

10. Committee Roundtable – New Business/Discussion

11. Adjournment:

***Moved by Tracey Young, seconded by Blinda Campbell that the meeting be adjourned to April 12<sup>th</sup>, 2022.***

**CARRIED.**