



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

August 10 2021 | 6:00 p.m.

Remote meeting

Regrets: Pearl V and Karen M

1. Call To Order – Kevin – Appointment of Tracey as secretary for meeting
2. **Motion: To approve Agenda Moved: Leslie B Seconded Blinda C**
3. Declarations of Interest– None
4. Delegations- None
5. **Motion: To Approve Minutes of Previous Meeting Moved: Leslie B Seconded Blinda C**
- 6.1 Promotion discussions re concluding scavenger hunt and targeting USA visitors now & Quebec tourists as well by way of various methods including social media/digital advertising calls to action and radio ads. Leslie B will join the marketing committee.

Motion: That the BIA allocate remaining \$750.00 which was part of the \$1500 committed to the Rediscover the Riverwalk campaign to partner with the Town in promoting Prescott as a destination for US visitors and refer the “fine tuning” to the marketing sub committee.

Moved: Leslie B

Seconded: Nicole H

Justin provided a mock up of a rack card with discussion following as Kevin noted that there were people at the Farmers Market looking for printed information.

Motion: That the BIA support rack card initiative and refer to the marketing sub committee.

Moved : Leslie

Seconded Jeanne

6.2 Board discussed that one person should be the spokesperson for the BIA for media outlets. Board nominated Kevin to be the spokesperson.

6.3 Medics for Events have offered free CPR training to BIA members. Chair to confirm number per class and dates available.

Motion: The Board directs Justin to approach businesses to gauge interest in participating in the CPR training offered by Medics for Events.

Moved: Tracey

Seconded: Jeanne

6.4 There was continuing discussions on lighting options for the downtown which is discussion for the marketing group. Dana advised that the Town hopes to have directional signage installed for tourism season of 2022. More discussion on possible connections between King St and Water Street.

6.5 Justin will continue to look for a “mass option” for accessibility ramps for businesses. Portable and removable options being looked at as well.

6.6 BIA to identify events we are hoping to host in anticipation of collaboration with the Town.

Motion: BIA board to form a sub committee for events to include Leslie , Blinda , Kevin and Jeannie.

Moved by : Leslie

Seconded by: Tracey

6.7 Justin advised that a second Digital Mainstreet Grant Program is open now. A new service squad member will be added soon. Farmer’s Market is going well. Justin asked if the BIA would be willing to sponsor the entertainment stage for the month of September.

Motion: BIA to allocate \$1000 for entertainment at the Farmer’s Market for the month of September.

Moved by : Jeannie

Seconded by: Blinda

7. Financial Statement Attached

8. Dana shared information about the Town’s new website and the new Prescott Business Directory and suggested that the BIA start thinking about transitioning to the new Prescott Business Directory. Also consideration should be given to becoming a microsite under the Town site as well. Dana can share samples with us and can come back with any costs that may be associated in doing so. The Board to add this to the next agenda.

9. No New Business

Motion to Adjourn

Moved by : Jeannie

Seconded by: Tracey