



Minutes of Prescott BIA Board of Management Meeting – April 5, 2018 7:00pm at Red George Public House

Opening and welcome:

1. In attendance: Sandra Lawn (Chair), Donna White (Vice Chair), Tracey Young (Treasurer), Rob Millar, Leanne Burton, Pearl Visser, Dave Stevens, Scott Hubbard, Brett Todd and Deron Johnston (non-voting staff).

Absent: none.

Regrets: none.

Guests: Ashley Davies, Tom Van Dusen, Joe Martelle and Karen Martin (TD Bank).

2. Meeting Agenda: approved by consensus. Karen Martin will be properly introduced at the end.

3. Minutes of previous meeting: Moved by Leanne, seconded by Pearl that the minutes of March 8, 2018 be approved as circulated: Carried.

4. Business arising from minutes – none

5. Deron agreed to be recording secretary. We will discuss the role of secretary as new business.

Governance

6. Procedural Bylaw 1. 2018 – discussed, amended and given final reading.

a) Moved by Leanne Burton
Seconded by Donna White

That this By-Law 1.2018 of the Prescott BIA Board of Management entitled “Policies and Procedures related to Governance and Decision Making” be amended to include the clause: “5h) If there is no quorum, this meeting will be

adjourned by the Chair. Following this adjournment the gathering may proceed without a quorum but only for information. Notes must be taken of the discussion and presented at the next regularly constituted meeting where there is a quorum.“

Motion carried

b) Moved by Leanne Burton
Seconded by Pearl Visser

That this By-Law 1.2018 of the Prescott BIA Board of Management entitled “Policies and Procedures related to Governance and Decision Making” be read a third time and be finally passed.

Motion carried

7. Code of Conduct – Deron has reviewed codes of conduct for Kemptville, Perth and Carleton Place BIA’s. Board was asked to review Code of Conduct prepared by Deron and send feedback to Deron. By 2019 this will be required by law.

Finance

8. March Financial Report presented by Treasurer Tracey Young: moved by Pearl Visser seconded by Donna White that the report be accepted as presented. Motion carried.

9. Easter Basket Promotion invoices were presented at meeting by Pearl. Invoices will be paid by Tracey. Thanks to Pearl and Deron for expediting the BIA participation in the Easter Program organized by Candy Alexander and her committee.

10. 2018 budget: presented by Tracey.

Moved by Leanne and seconded by Pearl that the 2018 budget be approved as presented, with the understanding that Prescott Town Council must also approve the budget.

Motion to amend budget: – Moved by Brett, seconded by Dave to amend 2018 budget by moving \$1000 out of “Conferences and memberships” to create a dedicated marketing fund to help new businesses that move into Downtown. Carried.

Motion – to approve 2018 budget as amended. Moved by Leanne, seconded by Pearl to approve the 2018 budget as amended. Motion carried.

The Board wanted to thank Tracey for all of her hard work on presenting and preparing the budget.

11. Leanne has turned over her files on the “Taste of Prescott” to Katie Allard of Town staff as the Town has offered to be the lead for 2018 with the BIA assisting as needed. She is already helping behind the scenes. They will be using our same logo.

Website

12. Under questioning by Dave and Brett, Sandra stated that there had been several requests for additional quotes made by both her and Donna. [These have all been documented and are on record along with the RFP]

Donna stated that we should not accept a “cookie cutter” approach

The Henderson quote including the interactive map was \$3950.

Brett stated that using the town's website was still viable option instead of BIA site and that this had already been decided several times.

Dave expressed his continued concern about the lack of quotes and sole sourcing of the project.

Pearl felt that the option that is chosen must be very user-friendly so that it did not require much time to maintain. She felt that the coordinator has only 20 hours per week and doesn't have much time to spend on a website.

Motion – Moved by Donna, seconded by Leanne: To work with Henderson Printing to develop the BIA website.

Motion – Moved by Donna, seconded by Leanne to amend motion to include inviting Henderson Printing to next BIA Board Meeting to explain the work they would do and how to change the content of the proposed site.

Brett asked for a recorded vote:

In favour – Sandra, Donna, Leanne, Tracey, Pearl, Scott, and Bob.

Against – Brett and Dave.

Motion Carried.

Report From Coordinator:

13. Deron provided his report with the following action items and updates:

- a) **Prescott Launch Proposal** – prepared by Deron, but not distributed in advance of meeting. Deron agreed to email proposal to all board members and asked for feedback on wording to ensure that it was easy to understand.
- b) **Creation of Board Committees** – Deron agreed to draft very brief terms of reference for each of the three committees that could be used as a starting point for the committees to draft to discuss and eventually draft their own.
- c) **12 Days of Shakespeare** – Deron advised the board of a special promotion that he has proposed similar to the Christmas promotion. He advised that he will be meeting with Katie Allard and James Richardson the general manager of the Shakespeare Festival and will bring a proposal back to the board for consideration.

Other Business

14.

- a) Fort Town Run: Moved by Leanne, seconded by Dave that the BIA become a sponsor of the Fort Town Night Run for a donation of up to \$300. Motion Carried
- b) Members were encouraged to participate in the 125th Anniversary of the South Grenville Chamber of Commerce (at the Legion on April 24th.) Deron is on the Committee.
- c) Donna spoke about the Car Rally that she is participating in and encouraged others to participate. 50 are already signed up and she is hoping to bring them down to the waterfront and into the stores.
- d) Brett advised that Community Improvement Program public meetings would probably be held starting in May. Seeing that it is a program important for Downtown, it would be important for the BIA to support and attend meetings. (Public meeting is May 3, 2018 at the Health Centre)
- e) Mother's Day – Moved by Leanne, seconded by Tracey that the BIA support Mother's Day Promotion being run by Coast FM up to an amount of \$200. Motion Carried

f) St. Lawrence Printing Visitor Guide – Moved by Pearl, seconded by Tracey that the BIA take out an ad in the South Grenville Chamber Guide for a value of up to \$500 that included the words “Businesses of Downtown Prescott”, instead of referencing the BIA. Motion Carried.

g) New member of the Board of Management – Moved by Pearl, seconded by Donna that Karen Martin of the TD Bank be approved to fill the vacancy on the BIA Board of Management. Carried. This recommendation will be sent to the Town Council for confirmation.

h) The discussion about the position of recording secretary will be discussed at the next meeting as will the Zombie Walk.

i) Ideas about July 1st fun races for children were passed on to Leanne who is the Council chair of Recreation and Tourism.

j) Mike Hudson had passed on his message about the success of 2018 so far.

k) Tom Van Dusen, a member of the SLSF Board of Directors, spoke briefly of the work of the new artistic director and general manager and that auditions had been held for the community play “Oliver.” There are still opportunities to participate.

Next Meeting: May 1, at the Red George Pub at 6:00 p.m.

Adjournment: the meeting was declared adjourned at 8:10pm