



Minutes of Prescott BIA Board of Management Meeting – December 4, 2018 5:30pm at Prescott Town Hall.

In Attendance: Sandra Lawn (Chair), Donna White (Vice Chair), Tracey Young (Treasurer), Karen Martin, Pearl Visser, Leanne Burton, Bob Millar, Brett Todd, Dave Stevens and Deron Johnston (non-voting staff).

Absent: Scott Hubbard.

Regrets:

Guests: Dana Valentyne.

Meeting Agenda: Approval of agenda – Carried by consensus.

Minutes of previous meeting: approved - moved by Tracey, seconded by Pearl. Carried.

Business arising from minutes – None.

Financial Report as of Nov 30 – given by Tracey. Move to accept report by Tracey, seconded by Karen. Carried.

Invoices to be paid –

Motion to re-imburse Sandra Lawn \$100 for the donation she made on behalf of BIA in memory of Vivian Young. Moved by Brett, seconded by Leanne.

At request of Pearl, she would like us to clarify that expenditures come to the board first before being paid for on behalf of the board. The board is entrusted to transparently manage the funds of the BIA and must always consult the board first before spending money on behalf of the BIA members.

Donna left at 5:55pm.

Report on AGM – given by Pearl - upcoming AGM and election for new board members on Tuesday January 8 from 6:30pm to 8:30pm with location yet to be confirmed. Keynote speaker to be James Lynn. Discussion ensued on possible location. Vote was taken on preferred location which resulted in Colonel's Inn being the first choice.

Coordinator's Report – given by Deron discussing doing 12 Days of Christmas

again. Light Up the Night Parade was supported very well by Downtown businesses who stayed open later and gave away hot chocolate and treats.

Motion to approve \$1000 for the 12 Days of Christmas promotion moved by Tracey, seconded by Bob. Carried.

Discussion around new or expanding businesses and how to promote them fairly including Zens Inn, Netfox Communications and Jamie Shields RMT.

Leanne left at 6:05pm.

Report given by Dana regarding seven (six are in the Downtown) CIP applications with new marketing materials, testimonials and other promotional tools soon to be deployed. Very positive response to CIP program across the town. Would like to see town, Chamber and BIA work together to celebrate new business openings. Would like to encourage property owners to use historic panels owned by BIA to cover windows of empty spaces.

Sandra acknowledged Donna White's role in Brockville's award for the Communities In Bloom competition.

Sandra acknowledged the move and expansion of Netfox Communications within the Downtown.D

Dana wanted to acknowledge that Santa will be visiting Downtown on Friday December 14th from 5-8pm. Also Saturday December 15th from 11am-3pm will be horse-drawn sleigh rides in Downtown. Dana suggested adding horse-drawn wagon rides to the Tree Lighting event.

Motion – To extend Deron's contract until the end of January. Moved by Brett, seconded by Karen. Carried.

New business – None.

Next meeting – AGM on January 8, 2019.

Meeting adjourned – 6:45pm.