



Minutes of Prescott BIA Board of Management Meeting – October 3, 2018 5:30pm at Red George Public House

1. **In Attendance:** Sandra Lawn (Chair), Donna White (Vice Chair), Scott Hubbard, Karen Martin, Bob Millar, Leanne Burton and Deron Johnston (non-voting staff and recording secretary).

Absent: Dave Stevens.

Regrets: Pearl Visser, Brett Todd.

Guests: Michael Wiggin, Gill Magan. Dana Valentyne – Town of Prescott EDO.

The Chair declared the presence of a quorum.

2. **Meeting Agenda:** Approval of amended agenda – moved by Leanne, seconded by Karen. Carried.

3. **Minutes of previous meeting:** Moved by Leanne?, seconded by Karen?. That the minutes of September 4, 2018 be approved as circulated: Carried.

4. **Financial Matters**

a) Financial Report – provided by Treasurer Tracey Young. Moved by Tracey, seconded by Bob that the financial report be received and approved. Carried.

b) Invoices to be paid – Moved by Tracey, seconded by Bob that Henderson Printing be paid the final payment of \$2749.86 for website creation..

c) Discussion – regarding new business advertising support to total \$1000 in total for new businesses opened in 2018 as set up in budget and requested by Kevin Bunce.

d) Motion – Moved by Leanne, seconded by Karen that the BIA buy and present advertising gift certificates of

\$100 for Coast FM and Prescott Journal to new businesses that have opened in downtown in 2018. To be distributed by Deron. Carried.

e) Motion – Moved by Tracey, seconded by Donna that the BIA provide a \$500 donation to the “Light Up The Night” parade. Carried.

f) Donna declared a conflict of interest and left room at 6:05pm.

Motion – Moved by Leanne, seconded by Bob: to purchase hanging baskets for downtown light poles from Green Things for summer 2019. Approximate cost of \$4700. Carried.

Donna returned to meeting at 6:10pm.

5. Report from Dana Valentyne , Economic Development Officer

Dana provided a report on updating the local CIP and her takeaways from the Ontario East Municipal Conference. Dana offered to help with distribution of Downtown Map. Dana asked board to consider how to help businesses affected by closure of Leo Boivin Community Centre.

6. Action Plan 2018 final draft – Discussion ensued with specific focus on importance of farmer's market.

a) Motion – Moved by Leanne, seconded by Donna that the current draft of plan. Carried. This planned is attached as Appendix 1.

7. Web Site Report from Donna on status of website. Discussion ensued. Katie Allard's list of points will be passed on to Henderson's. Training of Deron, Donna and Sandra will take place on October 4th and further training will be provided for Tracey and Karen. Deron will visit all businesses in our downtown to ensure that descriptions etc. are satisfactory.

8. Coordinator's Report – Deron provided an update on his activities including attendance at the Ontario East Economic Development Conference in Cornwall. Sandra paid for both Deron's and her registration and will need to be reimbursed. Board asked Deron to oversee preparations for Christmas season activities.

Donna would like to offer a wreath for sale for all Downtown businesses to help decorate their storefronts for Christmas season.

9. Zombie Walk – Moved by Leanne, seconded by Donna that the BIA encourage downtown merchants to decorate for Hallowe'en/Zombie Walk and participate in an “Orange Friday Sale”. Deron to create posters and distribute to merchants. The Town will also be doing their pumpkin Parade, (Note Kelly Bloomfield will also be doing up special displays)

10. Governance – board agreed to consider using electronic voting (email) as part of procedural bylaw. Draft clauses will be prepared by executive for discussion and presentation at the AGM.

11. Report from Ontario East Municipal Conference – Deron and Sandra both reported on a successful conference. Dana had already reported. Sandra’s report is Appendix 2.

12. Business arising from minutes – None.

13. New business – None.

14. Adjournment: The meeting adjourned at 8:00pm.

15. Next meeting – Tuesday November 6, 2018 at 5:30 pm at unknown location but hopefully at municipal premises.

Appendix A

Downtown Prescott BIA Action Plan for 2018

Report to: BIA Board of Management

Date: updated October 2, for October 4, 2018 meeting

Overall approach: The final months of 2018 should be busy ones for Downtown Prescott. Our strategic goals are distributed among four pillars with a focus on collaboration between the municipal government, private business owners and the downtown BIA (Business Improvement Area) Board of Management.

This report is subdivided into the four-pillar approach we have utilized in preparation of our 2018 budget as approved by Town Council and the BIA Board of Management.

1. Economic Development:

What	How	Who	Budget	Status as of October 3, 2018
Investment Recruitment Strategy	Engage experienced consultants to create recruitment strategy	Executive/BIA Board of Management	\$9,950 plus HST-BIA budget	Strategy completed. Report on www.downtownprescott.ca All invoices paid
Tourism	a) Implement TD Graham Signage recommendations for directional signs	a) Town	a) Town to cover cost	a) TD Graham developed basic criteria for directional signs needed

What	How	Who	Budget	Status as of October 3, 2018
				for the 2018 tourism season; one directional sign and the Town installed sign on Railway overpass (June 26, 2018). work in progress being implemented by the Town
	b) Create 2019 strategies with all players involved including Parks Canada, board of management, EDO, The Town's tourism players, Associate members, Fort Town Run, Chamber of Commerce etc.	Coordinated by Town and BIA		Need to set deadlines for meetings in December, January and February 2019
	c) New ideas re signs etc.?? Grants??	Co-ordinated by Town and BIA and lots of volunteers		Need to set deadlines for meetings in December, January and February 2019
Farmer's and Crafter's Market	Develop and implement a strategy for 2019 plus five year plan	Town, Market members, and BIA representatives with guidance from OMAFRA	N/a	Market has held numerous meetings. Under by-law 14-2014 – Municipal Council establishes and regulates the market. Early discussions with EDO re planning for 2019 market

2. Physical Improvement

What	How	Who	Budget	Status
Refurbish Street Furnishings	Town undertakes this refurbishment keeping in mind the recommendations of the original designers including new linings inside the litter containers and use of more permanent wooden slats. Apply "bicycle decal" on each bicycle stand	Town	n/a	Repair is underway by Town staff. Bicycle decal has been discussed? Proper inserts inside the litter containers not all in place yet.
Façade and Ground Level Improvements	<ul style="list-style-type: none"> a) Paint and minor repairs at ground floor level, set up Revival Team if required. b) Provide assistance to BIA members for CIP c) Work closely with property and business owners 	Collaborative Approach is anticipated - Town staff especially EDO, architectural advisors, BIA Co-coordinator, and members of the BIA, representative of the Heritage Committee and other volunteers as an advisory committee could be possibility?		Templates available re: planned work, legal permission etc. Recent photos taken of each business front in the BIA area. Tour with EDO being planned
Heritage Cornices	Clean, minor repairs and paint heritage metal cornices	Advisory Committee as above? Will need three quotes from professionals if part of CIP application	Through CIP Program?	Photos taken, early discussion, measurements taken
Signs and property standards	Town implement the sign and minimum standards by-laws	Chief Building Official	n/a	Is proceeding carefully
Physical accessibility	Research options and number needed, apply for grants including	Collaborative effort	unknown	Some research has been completed but no progress

What	How	Who	Budget	Status
	EODP			

3. Marketing, Promotion and Events

What	How	Lead/Who	Budget	Status
Signage	Implement program of coordinated signage, apply for grants	BIA and EDO	Unknown at this time	Some preliminary discussions
Web Site	Develop web site as a tool for Downtown rejuvenation	Downtown BIA executive and BIA Co-coordinator	\$4000	Completed and training on October 4, 2018
Downtown Visitor Guide	Update, add eating establishments and pubs symbol, reprint	Coordinator with Virginia Adams (volunteer); Co-ordinator and EDO to work out distribution plan	\$700	Completed now need organized distribution plan
12 Days of Shakespeare	In co-operation with the Shakespeare Festival	Coordinator	\$500	Completed
Zombie Walk	Provide funding and volunteer support	Joe Martelle and Coordinator etc.	\$500	In Progress
Events in the Downtown	Willing to help with various events	Volunteers and BIA Co-ord. and Town staff; coordinator	???	Very early planning re Christmas promotion
Tourism marketing Plan for 2019	Review opportunities for promotion with other tourism partners for 2019 as part of collaborative meetings	Town and BIA, Businesses and institutions etc.	n/a	Tbd in concert with Economic Development as above

4. Leadership and Management

What	How	Lead/Who	Budget	Status
Co-coordinator	20 hours per week	Executive	\$22,800	Contract extended to end of 2018; Performance appraisal and work plans required
Board and volunteer development	Newsletters, seminars, face to face	Coordinator and special speakers and volunteers	n/a	Coordinator and BIA Chair attended 2018 Ontario East Conference

5. Town's plan for implementation of CIP

The Town is developing a plan for the utilization of the approximately \$40,000 intended for downtown revitalization from OMAFRA as well as approximately \$60,000 in CIP reserve. (Four new CIP projects are now approved by by-law)

6. Municipal by-laws currently:

- a) By-law No. 2085 – **A by-law to prohibit and regulate signs and other advertising devices** administered by By-law Enforcement Officer:
- b) Corporation of the Town of Prescott; By-law No. 23-2000-A: **Being a by-law to prescribe the standards of maintenance and occupancy for all properties within the town of Prescott or "Property Standards By-law."** Council shall appoint at large three citizens to the **Property Standards Committee**. By-law also includes Section 32: Signs – Exterior signs on any land, building or

structure that are unused or not cared for or discarded shall be removed from the property or shall be stored within a building on the property.

- c) By-law 23-2014: a By-law to amend the Farmer's Market By-law
- d) By-law to establish BIA – most recent being in 1987 and other by-laws
- e) 2018 CIP By-law for four CIP areas etc.
- f) Amendment to Official Plan 2018
- g) Design guidelines from 2006