



Prescott BIA Board of Management Minutes of May 10, 2017

Held@ Prescott Town Hall Ruth Evanson @5:30 pm

1. Welcome: Self Introductions

In Attendance: Leanne Burton, Sandra Lawn, (chair), Gary Regan (guest) and Francine Dumai (guest) , Katie Allard, Recreation and Tourism), , Jacqueline Shoemaker-Holmes (BR&E), Laverne Johnston, Lisa Temple (guest), Tracey Young, Donna White,

Absent: Brett Todd, Dave Stevens, Rob Millar, Sue Torrance and Scott Hubbard

2. (a) Items of New Business – none added
2. (b) All motions will be tabled and brought forward to the next meeting when a Quorum is present. Subsequent to the meeting it was brought to the attention of the Board that a Quorum was not present.

The agenda was approved by consensus.

3. (a) Appointment of Recording Secretary : Tracey Young

A Motion was made to accept and approve the Minutes as circulated of April 12th.

Made by Leanne Burton

Seconded by Donna White

TABLED

4. Communication

- (a) Taste of Prescott has had to be cancelled and the return of deposit for the tents is being sought. Further discussion under upcoming events. A big thank you goes out to the committee for all of their time and hard work.
- (b) Request from Town Treasurer re amount of levy. Reply was sent as per budget it would be \$29,000

5. Financial Reports

(a) Financial Report for April 2017 is attached and presented by Treasurer

(b) Invoices to be Paid:

TOD Sign \$297.47

SLP Brochure \$803.42

Motion that the Tod Sign and SLP Brochure Invoices by paid made by Tracey Young

And seconded by Leanne Burton.

TABLED

(c) It was decided that adjustments to the wordings of the budget were not necessary.

- (c) Tracey opened up discussion that for efficiency and expediency we have a process to pay outstanding invoices in a timely manner. Laverne J wanted to be sure that these payments would be reflected in the Treasurer's Report. The following motion was made:

A motion was made that invoices due under \$500.00 can be paid without a motion to do so provided the expense was agreed upon at a prior meeting of the Board. The invoices will be submitted and signed off by both the Chair and the Treasurer of the BIA. The payment of the invoices will be reflected in the monthly Treasurer's Report.

Tracey Young and Seconded by Donna White. TABLED

6. (a) A sub committee was formed to formulate the action plan based on the draft budget and the brainstorming session. Sandra Lawn and Tracey Young were the only attendees as no other responses were received to the invitation. Tracey went through the Action Plan under each of the sub headings which are consistent with the four pillars. The Action Plan will be attached to these minutes. There was further discussion about the signage and how we let people know that in addition to the main street itself there is also the Shakespeare Festival and the River among other things. Grant opportunities will also be explored and the Chair mentioned the success of Tilssonburg and their façade program.

Motion was made that the Action Plan as presented be accepted. Moved by Leanne Burton and Seconded by Donna White.

TABLED

- (c) Recruitment of Assistant will be begin immediately. The Board is hopeful to have someone hired as soon as possible.
(d) Student Intern is still unknown whether or not we will receive one.

7. Marketing and other committees

- (a) The BIA advertisement was accepted for the front page of the SLP Visitor Guide. Sandra advised that it was important to add to the advertisement that professional and financial services were also available in the BIA in addition to retail outlets. The cost of the ad is \$475.00. The Town of Prescott has also submitted an ad advised by Katie Allard. Donna W asked if the Visitor Guide would be dropped off to businesses. Donna also advised that she has a magazine coming out that featured an article about Prescott. The Chair remarked that this was a wonderful example of individual stores promoting the BIA.
- (b) Marketing Committee – Gary Regan has agreed to sit on the marketing committee to offer his expertise. The Chair expressed again how important sub committees would be to achieving success for the Downtown and that members did not have to be Board members.
- (c) Upcoming Events
- (d) Taste of Prescott
There was further discussion about the cancellation. Jacqueline Shoemaker Holmes suggested perhaps a community potluck. Leanne explained without participants it's hard to make it happen and they couldn't wait any longer before cancelling the event. Perhaps in the future the Town could partner with the Town. The Town will need tents for future events perhaps there is a way that the deposit given by the TOP can be used.
- (e) The BIA is registered for the Business Expo. Laverne J suggested a fold out board which would give you a visual snap shot of what/who the BIA is and what are we promoting. We should decide who audience is. Laverne suggested a map of the downtown. It was suggested that business cards could be put on the map. There was further discussion about the wordings to be used on

the display and who the Board should hire to make something up for the event. It was hopeful that whatever we came up with would be transferable say for instance to a storefront.

Motion was made that the Board needs to get up to three quotes for the Business Expo exhibit. Gary R will help put the words together and the result will be transferable to a store front. Moved by Donna W and seconded by Laverne J. TABLED

- (f) Idea about a “Pow Wow” for Prescott was brought up by the Chair. The idea was presented to her by Tom VanDusen. Sandra will approach Tom to see if he would be interested in pursuing the idea.

8. Reports

Chair’s Report

Sandra included pictures of the latest construction projects going on downtown. The Property Guys storefront looks great.

Fort Town Night Run was a great success.

Donna White will be looking after the Daniels Lot.

Prescott Business Retention and Expansion Program report from Jacqueline Shoemaker-Holmes.

Jackie reminded us about the BR & E workshop to be held May 16th at the Town Hall followed by a business networking lunch. The workshop will be interactive. So far they have interviewed about 65 businesses in Prescott and the area. They are in the home stretch with 15 remaining. The results will be presented in the Fall in raw data form and they will be seeking input from the community in coming up with an action plan.

Katie Allard reports a busy season coming up. The focus is on Loyalist Days where there is going to be “a lot of cool stuff”. May 13th is the community yard sale and opening day for the Prescott Crafters and Farmers Market. The summer students have started. It is also the launch for the Garden Trail which features the Shakespeare Gardens. Communities in Bloom are trying to illicit support. They have registered at the Provincial Level at the Gold Standard Level. 200 packages are being prepared for boaters for the long weekend in May.

Parks Canada should have 15,000 visitors this year. How do we get them downtown?

Bed & Breakfast Report – Mike H has reported that business is up from last year’s which he attributes to online promotion. He would be willing to be part of a marketing sub committee.

Shakespeare Festival will be having a special fundraising event on June 17th. More details to follow.

Farmer’s & Crafter’s Market report 25 registered vendors with several new vendors. Produce will be available when in season. Check out their facebook page and their new layout. They will be having quiet music in the centre of the market.

Next Meeting Scheduled for June 21st @ 5:30 pm at the Town Hall.

Adjournment: 7:50 pm.

