



## MEETING OF THE BIA BOARD OF MANAGEMENT

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HELD WEDNESDAY SEPTEMBER 6, 2017 @ O'HEAPHY'S @ 5:30 PM

In Attendance: Board Members:

Sandra Lawn, Bob Millar, Leanne Burton, Brett Todd, Laverne Johnston, Tracey Young

BIA Co-ordinator: Deron Johnston

Absent: Dave Stevens, Scott Hubbard, Donna White

Observing: Gary Regan, Francine Dumais and Doug Johnston

1. Welcome from Chair Sandra Lawn
2. Approval of Agenda by consensus
- 3 (a) Appointment of Tracey Young as recording secretary by consensus
- 3 (b) **Motion to approve minutes of June 21, 2017 and minutes of Aug 9<sup>th</sup>, 2017.**

Moved by : Leanne Burton

Seconded by: Laverne Johnston

Motion carried

4. Financial Reports presented by Tracey Young for both June 2017 & July 2017. Tracey went over the changes from month to month and anticipated expenses which would be shown on the Aug 2017 report.

**Motion to accept the financial statements as presented.**

Moved by: Tracey Young

Seconded by: Brett Todd

Motion carried

- (b) No invoices presented to be paid
- (c) Discussion about purchasing a dedicated BIA Laptop. Deron J new BIA Co-ordinator, advised that it would be a good idea for the BIA to have a dedicated laptop with strictly BIA business being conducted on it and that way the Board could have access to it. Deron inquired about where he could go locally to purchase a laptop. Local business names were provided.

**Motion to authorize a purchase of a laptop for the BIA up to \$750.00.**

Moved by: Brett Todd

Seconded by: Leanne Burton

Motion Carried

- (d) New Business not originally on the agenda was introduced by the Chair concerning the purchase and installation of Christmas wreaths at the Clock Tower. In order to keep the cost the same as last year the order must be placed as soon as possible.

**Motion that Green Things be authorized to purchase and install the Christmas wreaths and greenery at the clock tower at a cost the same as in 2016.**

Moved by : Brett Todd

Seconded by: Bob Millar

Motion Carried

- 5 The Chair reminded the Board that Deron J contract commenced Sept 1, 2017 and provided a copy of Schedule to his contract outlining his work description which is in line with the BIA's Action Plan.

All of the meeting attendees introduced themselves to Deron and explained why the downtown was important to them.

6. Deron introduced himself to the Board. He is eager and enthusiastic about spreading the “good news” about Prescott and highlighting Prescott’s assets. He believes that creating “social hubs” is important to creating authentic experiences in the Downtown. He reminded us to keep an open mind and to look beyond the “traditional downtown” model. The Board looks forward to Deron reaching out to our members and partners.
7. Report from Joe Martelle was received on the event billed as “Eastern Ontario’s 2<sup>nd</sup> Hallowe’en Event. Joe is looking at growing the Zombie Walk event from last year. Brett Todd outlined some of the activities the committee is looking at including trick or treating from the merchants, a zombie walk, a car show, photography contest, sidewalk sale, music. They anticipate closing one block of King St. and making sure that the stores are open. The vision for the event is to begin to build Prescott’s reputation as a Halloween destination and increase traffic to the Town and local businesses. The group is looking for \$400.00 which will go towards the cost of the entertainment.

The Board would like to see Deron be part of the planning committee along with Laverne J.

**Motion to approve the BIA being a partner for this event and the BIA agrees to contribute \$400. The two official representatives for the BIA will be Deron and Laverne.**

Moved by :           Leanne B

Seconded by:       Bob Millar

Motion Carried

7. The Marketing committee report was presented by Gary Regan. Gary advised that the committee was on the backburner until the fall however they did agree that French translation was essential and Francine was a big contributor to the team effort. He said that the board should be reaching out to others for eg the churches that are holding events and be a focal point to get information out about what is happening in Prescott. Deron advised that he would like to start a newsletter for the BIA. Gary will invite Deron to the next meeting. Discussion around the table about how to

convince local people to come to events. Decide who our target market is and decide what will be a draw for them. Bob Millar pointed out that the Town has so much talent to offer and to draw from as witnessed at the Community Play “Annie” that recently was held.

8. Upcoming Events: Economic Development Summit: Sept 29, 2017 at the Prescott Golf Club. Brett Todd elaborated on this that it will be styled like a “Mayor’s Breakfast” with the Town’s own spin on it. Invites have gone out and the Town is hoping that it will be the first of many. RSVP is necessary for the event.
9. Reports BR & E – Jacqueline is keeping the BIA up to date. Nothing new to report for this meeting.

Loyalist Days- Brett Todd reported Katie Allard and other staff and volunteers did a great job. They received grants for the event and the re-enactors had a great time. Parks Canada was well represented at the event. The only downside to the event was lack of attendance. It was lower than the committee had hoped for. The committee is looking forward to a possible “Grand Encampment” in 2019 or 2020.

**Motion to thank Katie Allard for being the “go to” person and for organizing Loyalist Days.**

Moved by : Bob Millar

Seconded by : Leanne Burton

Motion Carried.

South Grenville Chamber of Commerce report presented by Dan Cook President. He advised that they have a new secretary. The awards banquet will be held in November at the Prescott Golf Course. The Chamber is interested in pushing to get more involvement from business and are trying to revamp both the awards night and the meeting agenda. They would like to get representation from all geographic areas of South Grenville.

Bed & Breakfast Report from Mike Hudson via Chair Sandra Lawn. Mike advises that they have had an excellent summer. Shakespeare and Loyalist

Days were excellent draws for them. Mike was also positive about the impact of their new TODS signage.

Sandra Lawn presented the Shakespeare Festival report. Their general manager is stepping down. They had a wonderful turnout with close to 7000 people attending. Closing night unfortunately was stopped by thunder and lightning therefore an impromptu concert was held at the Red George. There were 3 different shows. The actors love coming here and the festival is getting a very good reputation.

Farmers Market is looking forward to meeting Deron J.

In other news Brett Todd attended the cross border communication event in Ogdensburg honouring Senator Runciman. A lot of the mayors along the St Lawrence River were present. Good dialogue was shared by all. It was suggested that it would be a good idea for the Chamber to engage with the Ogdensburg chamber as good relationships are important to sustain with Ogdensburg.

10. Sandra mentioned that she shares Ontario BIA news to members if you would prefer not to receive these items please let her know.

Next meeting scheduled for October 4, 2017 @ 5:30 pm. Location to be decided at a later date.

Adjournment declared by the Chair at 7:00 p.m.

