Background:

This special meeting was originally planned to include the selection of the Board of Management members for the 2019-22 term. However, as it became obvious that the current BIA By-laws dated 1979 and 1989 were out of date and would create an ultra vires situation, this general meeting was changed to include the various annual reports, speakers and networking. The setting for this special general meeting was the Colonel’s Inn, East Street, Prescott – the owners, Mike and Carla Hudson having generously donated the space.

1. Registration

Each attendee was registered by Vice-chair Donna White and present were:

a) **Board of Management of the BIA:** Councillor Leanne Burton, Sandra Lawn, Robert Millar, Dave Stevens, Mayor Brett Todd, Pearl Visser, Donna White and Tracey Young and Co-ordinator Deron Johnston.

b) **Members of the BIA, partners and participants:** Matthew Armstrong, CAO, Kevin Bunch, Andrea Derochie, Ralph Frank, Hillary Geneau, Dan Gilpin, Luc Gosselin, Chantal Gravel, John Harding, Wendy Hennessey, Carla Hudson, Michael Hudson, Councillor Teresa Jansman, Jeannette Johnston, Julie Larose, Heather Lawless, Pat Lemaire, Frank Li, Judy Li, Wayne Lowrie (Brockville Recorder), Councillor Lee McConnell, Sue O’Hanlon, Councillor Mike Ostrander, Rod Palmer, Bonnie Gommert-Pidgeon, Libby Pilon. James Richardson, Juan Sanchez, Dave Speck, Sherry Spring, Joy Sterritt, Lisa Temple, Christine Thompson, Peter Thompson and Rob Thompson.

c) **Regrets:** Regrets from directors Karen Burman-Martin and Scott Hubbard and the Town’s Tourism and Recreation Co-ordinator: Katie Forester and the Town’s Economic Development Officer: Dana Vallentine.
2. **Networking and refreshments**
   With such a full house and delicious refreshments by Wendy Hennessey of Crazy Bowls this was a successful part of the meeting. [Face to face communication trumps electronic communications every time]

3. **Welcome and Opening Remarks:**
   Each attendee introduced themselves as listed above. Sandra Lawn, chair of the BIA board of management welcomed everyone to the meeting and emphasized the importance of the meeting’s theme – “Progress through Partnerships.” The minutes from the 2018 AGM were distributed and tabled until the next general meeting - once the Town’s new by-law has been passed.

4. **Annual Reports and Remarks**

4.1 **Board of Management: BIA Chair Sandra Lawn reported as follows:**

**The BIA Strategic Plan of Action**

**Vision:**
- Under the overriding principles of communication and coordination, linkages and focus, our historic downtown will be a significant place where people visit, work, shop, recreate and live in an extraordinary waterfront setting.

**Mandate of the BIA:**
- To take Bold Steps Forward to focus on Downtown Prescott for the encouragement of the local and regional economy and quality of life through a combination of
  - Management and Leadership
  - Marketing and Promotions
  - Physical Improvements and
  - Economic Development

**Year in Review**

**Leadership and Management**
- 2018 Board members: Leanne Burton (Councillor), Scott Hubbard, Sandra Lawn, Karen Burman-Martin, Rob Millar, Dave Stevens, Brett Todd (Mayor), Donna White and Tracey Young.
- Coordinator: Deron Johnston engaged as of September 1, 2017; continuing until January 31, 2019; 20 hours per week, his office has been courtesy of Olde Magique
• Executive:
  o Chair: Sandra Lawn
  o Vice-chair: Donna White
  o Treasurer: Tracey Young
Recording Secretary - Deron Johnston
• Governance session with Kay Matthews of OBIA was organized by the Town on February 28, 2018 – BIA’s should:
  o Represent sustainable development, making the best use of our existing infrastructure and creating compact communities that encourage walking, cycling and transit use
  o Have historic connections to the origins of the community
  o Have symbolic significance as the centre of civic life
  o Are a central hub for festivals and celebrations
  o Reflect a positive image of the entire town
  o Provide opportunities for local and incubator businesses
  o Offer an experience not found in new malls, plazas
  o Some BIAs in Ontario are tourism districts, financial districts, industrial and repurposed manufacturing areas. Not all BIAs are located in downtown(s).
    o “Downtown matters.” It matters to the overall health of the city or town. Research and the literature consistently report on the connection between a healthy downtown and a healthy town or city.”
• Regular monthly meetings were held: occasional lack of quorum was frustrating.
• Our BIA is a member of Ontario BIA Association – see the great resources at http://obiaa.com
• Collaboration with Institutions such as the Coast Guard Base and Fort Wellington; Coast Guard is located on the River and in our downtown, provides essential services and now employs 72 people
• Dana Valentine, Economic Development officer is the BIA’s main liaison with the Town.
• Business woman Vivien Young, of Young’s of Prescott passed away on November 24, 2018. After 41 years working in our Downtown she is sadly missed.
• Action Plan is regularly updated – needs to relate to annual budget

Marketing & Promotions

• 5000 copies of “Visitor Guide & Map Downtown Prescott & Riverwalk District” were printed. Thanks for updating to volunteer Virginia Adams
• Advertising in 2018 publications and other media
  o South Grenville Chamber of Commerce Visitor’s Guide and
  o as per Co-ordinator’s report
• Social Media – newsletter and Face book as per Co-ordinator’s Report
• Web site: www.prescottdowntown.ca
  o Took great effort
  o Vice – chair, Donna White was major champion
Next steps – continued maintenance and enhancement.
Brockville DBIA spends one or two hours per week maintaining their site
- Dana Valentine, EDO has agreed to continue updating when Deron leaves
- Helped promote the Fort Town Night Run, attended their AGM
- Offered support for new pedestrian/cyclist ferry between Ogdensburgh and Prescott
- Many shops and establishments open with treats on “Light Up the Night Parade”
- Improved ineffective signage at Edward Street and Commerce Drive with support of the Town
- Planning for 2019 with other partners and as per special general meeting on January 8, 2019
- Also various promotions as per Co-ordinator’s report
- special promotions such as “Ladies Night Out” by Green Things

Physical Improvements
- Hanging baskets, Christmas wreaths and sidewalk planters
- Refurbishing of street furnishings (accomplished by Town)
- Accessibility – no progress
- Window cleaning
- Historic cornices – no progress
- Entrepreneurial action providing some stunning before and after improvements
- As Dana Valentine, EDO was unable to attend at the last minute, her report on the Community Improvement Program will be provided at a later date. The Town is putting the $42,000 (approximate) of the “Ontario Revitalizing Main Streets, Helping Small Business Grow” program into Prescott’s “Community Improvement Program”

Economic Development
- Intended to support the downtown business community - “Ontario Revitalizing Main Streets, Helping Small Business Grow” $42,000 went directly to the
- Co-ordinator and Chair attended Ontario East Economic Development in Cornwall: September 2018
- “Investment Recruitment Strategy” completed by TD Graham was a critically important accomplishment. This report should be used as starting point for the new budget. Report provides clear guidance and actions for the future and the new Board of Directors, the Town and other partners:
  - Action 1 – Commit to new name: Downtown Prescott & Historic RiverWalk District - accomplished
  - Action 2 – Adjust 2018 brochure to align with new name/brand - accomplished
• Action 3 – Create better signage
  Downtown (and leading to Downtown) started with two improved signs
• Action 4 – Linkages: create linkages or accessible pathways (walking paths – wheelchair/stroller-friendly) to allow visitors to get from the water to the main street and vice versa
• Action 8 – Create and maintain an inventory of downtown Prescott photos
• Action 9 – Identify Downtown success stories
• Action 10 – Prepare accurate list of available properties – in progress
• Action 12 – Create Downtown Properties investment package (draft completed)
• Action 13 – Offer follow-up
  business support

• Conferences; networking, research;
  • Tourism Summit in Brockville attended by Town and BIA reps
  • Recruitment of New Business – more aggressive action needed in 2019 – we know what needs doing!!
  • “Tourism thrives on Partnerships” – important part of BIA mandate – fits with theme of this meeting. Opportunities for stronger partnerships:
    • The Great Waterfront Trail
    • Cycling
    • Effective Visitor Centre
    • Fishing
    • Updated public assets on Water Street a missed opportunity
    • Scuba diving in partnership with others
    • “Investment Tourism opportunities come naturally in Ontario East; offering urban centres, small towns and rural settings”
    • Take a look at http://ontarioeast.ca/target-sectors/investment-tourism
to see how we are missing out
    • “Wellness tourism”

• Tourism/Recreation co-ordinator employed by Town; BIA Co-ordinator invited to meet with Communities In Bloom inspectors
• Support of Farmer’s and Crafter’s Market – Town’s responsibility;
  urgent matter
• Direct support to BIA membership

**What Tourism Opportunities Can Ontario East Offer You?**

1. Urgent demand for accommodation along waterfront and 400-series highways. Each year, 21.1 million visitors and 2 million regional residents visit Ontario East’s demand-generating attractions and year round signature festivals. Ontario East’s communities have expressed a need for increased accommodation for these guests.

2. Proven revenue-generating adventure, hospitality and food businesses available for purchase to complement sports tourism, craft breweries and ne dining niches like the region’s farm-to-table initiatives.

3. Attractive, historical buildings improved through downtown revitalization programs, building upon a critical mass of quaint settings for major events and day-trips.

4. The ability to leverage low cost land to turn rural landscapes into international attractions—while enjoying the atmosphere of vineyards and water views and ensuring your project has ample parking for
Ontario Revitalizing Main Streets, Helping Small Businesses Grow

- Last Year’s announcement by Jeff Leal, Minister of Agriculture, Food and Rural Affairs and the Minister Responsible for Small Business

Access to:

- Municipal Programs (CIPs)
- Provincial Revitalization Programs (OMAFRA) e.g. provincial announcement of $42,000 (approx.) to be spent in three years – one year passed
- Product /Service Suppliers
- Partnerships and Networking opportunities with other BIAs
- Government Agencies/Associations
- Local Organizations
- Ontario BIA Association Membership

Moving Prescott’s Downtown BIA Forward into 2019

1. Progress through partnerships is essential existing and new
2. Refreshment of Board of directoras
3. Development of Action Plan
4. Action in all four pillars
5. Continued Development of our Business Recruitment program
6. Volunteers for the Board of Management to be selected after Town has a new by-law in place. Hopefully this report will be of value to the new Board.
7. Collaboration re Upper St. Lawrence declaration as Heritage River anticipated in 2019 and Great Waterway Activities
8. Seek Grants (CF, Celebrate Ontario, Music & Heritage, OMAFRA and others);
9. Sponsorships
10. Event Revenues
11. Inventories and data updates
12. Innovation and pooling of resources and
13. New Board of Directors and more.....

Information and Resources for Report

- Retail Study Prescott Downtown Revitalization; Background Report, Prepared by Urban Marketing Collaborative, September 2012; John Williams’
Group – remains fundamental to our success – see www.downtownprescott.ca
• Report on 2017 BIA Listing as of August 3, 2017: **92 Roll Numbers and 89 businesses**
• Town of Prescott Recreation Master Plan: found at
• Town of Prescott Strategic Plan
• Strategic Action Plan for Prescott Downtown Revitalization – 2012
• Retail Study, Prescott Downtown Revitalization Background Report
• Local Labour Market Planning 2018 the 1000 Islands Region workforce Development Board
• First Impressions Community Exchange with Team Stirling: 2008
• Community Improvement Plan – 2006
• Tourism Opportunities: [on http://ontarioeast.ca/target-sectors/investment](http://ontarioeast.ca/target-sectors/investment)
• Official Plan 2006; looking 20 years into the future: full formal review with full public input required
• Amended Town of Prescott Official plan Official Plan 2018
• *A Local Main Street Success Story: Heritage Canada Foundation 1985*
• *Tourism Strategy and Action Plan for the Town of Prescott – 1984 – amazingly valid after all this time!!
• Doug Griffiths’ 13 Ways to Kill Your Community – is also an up-to-date resource; “My mission is to push communities to face their challenges and find their unique path to success.” See [www.13ways.ca](http://www.13ways.ca) for inspiration if you don’t have it already!!

4.2 **BIA Coordinator: Deron Johnston reported on the year’s events as follows:**

**Downtown Prescott:**
• Downtown Prescott is a unique fusion of one-of-a-kind shops, family-owned pubs & restaurants, manicured walking trails and a quiet, fully-serviced harbour on the majestic St. Lawrence River
• This was a very successful year commercially for Downtown Prescott. There were a number of new organization and business openings including the Prescott Turkish Restaurant, Driving School, Your Dressing Room Boutique & Artisans, Crazy Bowls, Furniture Past, Hemp Heaven, Once @426 and Harvest Preparatory Academy. There were also three businesses that expanded and were able to do that by re-locating within Downtown Prescott – Jamie Shields RMT, Netfox Communications and Olde Magick.

**Investing in Downtown Prescott**
• “Choosing Downtown Prescott as the location to start my new business was an easy decision to make. The Downtown business community is like a family with everyone being so supportive of each other. It's lead to my shop becoming a kind of social hub for my regular customers, friends and fellow family members.” Sherry Spring – Olde Magick
Events and Promotions

- Downtown Prescott was the site of a number of community events and promotions including: The St. Lawrence Shakespeare Festival, A Taste of Prescott, The Prescott Zombie Walk, The South Grenville Chamber of Commerce Anniversary Celebration, The 12 Days of Christmas Finale, Light Up The Night Parade and many more. Special thanks to the Town of Prescott, our corporate and community partners for making these events happen. These events in the Downtown bring thousands of people to the front steps of our member businesses and organizations every year.

Marketing and Social Media

- This year we concentrated on leveraging our relationships with our local media partners. This led to significant contributions from the Prescott Journal and Coast FM to help us market our member businesses, events and promotions in the Downtown at minimal costs. In turn, we were able to provide them with free local content based on local events & promotions and economic development news about Downtown. We were able to do this through press releases, photographs, social media content and radio spots which our partners used to help fill their pages and their airwaves. Readers and listeners want to hear local content and we were able to help provide that for our partners. Things like our business openings, our website launch, our Downtown Investment Attraction Strategy and 12 Days of Christmas never would have received the attention that they did if not for our media partners. Sincere thanks to Beth, Joe, Drew of the Prescott Journal and Courtney, Austin, Lisa & Drew of Coast FM.

- This year we were able to grow our social media presence to become a go-to source of information for BIA members and residents of Prescott and the surrounding areas. Our Facebook page “likes” organically grew 73% to 900 followers. Our reach from our Facebook page for the recent 12 Days of Christmas promotion had a reach of 20,000 not including the Town of Prescott's Facebook page who we partnered with on the promotion. Our Pulse newsletter reached 200 subscribers including our MP and MPP. Our open rate was 55% for the year, while the average across all industries for newsletters was 20.81%.

Events and Promotion

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Downtown Prescott

- This past December, the Town of Prescott and the Downtown Prescott BIA launched the 12 Days of Christmas promotion. Building on the success of 12 Days from December 2017 and the 12 Days of Shakespeare from this past summer, this edition of 12 Days was the most successful yet. Business owners, residents, local media and other stakeholders were ready this year and the promotion was thoroughly embraced. This year the Prescott Christmas Elves had twice the $50 gift certificates to give away thanks to each and every participating business provided a matching donation. That meant over 60 giveaways were available to be given to random shoppers caught supporting our local businesses. That’s over $6,000 in gift certificates. The elves couldn’t keep up!

4.3 Treasurer’s Report: Tracey Young provided unaudited/draft copies of the 2018 Budget documents

a) Operating Budget: Revenue was $37,033 and Operating Expenses were $37,033
b) Project Budget: Revenue was $14,670 and Expenses were $14,670.
c) Reserves were estimated at $19,564

4.4 Report from Matthew Armstrong, CAO/Treasurer for the Town of Prescott

There is a number of contradicting clauses in the current by-law around membership that are made invalid by the Municipal Act. He has consulted with the Town lawyer. The plan is to bring a draft by-law back to the January 21st meeting for comment and then passage the following week if possible. Throughout January the Town will be working on determining who are eligible voting members as per the Municipal Act so they can ensure this is sorted out.

The Code of Conduct for the Town of Prescott will be amended in February to include some of the changes to the municipal act and further clarify some points. This will then apply to all committee and local boards of Council so there is no need to create a new one. [Note By-law 04-2019, being a by-law to provide governance to Business Improvement Areas and Business Improvement Area Boards of Management for the Corporation of the Town of Prescott be read three times, passed and signed by the Mayor and Clerk.]

4.5 Dana Valentine, Economic Development Officer

Dana had to cancel out of reporting at this meeting but has suggested she would be available for the next general annual meeting of the BIA. In the interim here are some useful links to the Town’s newly revamped Community Improvement program.


ii) The Town’s Tourism and Recreation Coordinator, Katie Forrester was unavailable to attend and provide an update on the Town’s summer tourism program at the Rotary Lighthouse, marketing etc. However the Town’s Recreation Master plan final draft can be seen at [http://www.prescott.ca/en/play-here/resources/Prescott-Rec-Plan-Draft-Final-Feb-23.pdf](http://www.prescott.ca/en/play-here/resources/Prescott-Rec-Plan-Draft-Final-Feb-23.pdf)

4.6 Leeds Grenville Economic Development Update from Ann Weir for Prescott BIA General Special Meeting, January 8, 2019

**Background:**


**Strategic Areas of Focus:**

1. Leadership and Capacity Building
2. Business Investment and Attraction
3. Business Retention and Expansion
4. Tourism
5. Marketing and Communications

**Tourism Update:**

- Re-negotiated contract until September 2019 with HK Travel Centres, Ministry of Transportation and Ministry of Tourism, Culture and Sport to provide Visitor Services at 401 - Mallorytown ONroute Centres during the peak tourism period of June – August.
- Town of Prescott / South Grenville is welcome to provide their visitor guide to the Mallorytown ONroute centre for distribution at the site through the Counties Economic Development Office.
- Prescott and area attractions are encouraged to provide additional promotional material.
- Summer event information between June and August can be sent to Counties Economic Development to be posted at the Mallorytown ONroute Centres.

**Marketing and Communications:**

- Online business directory: businesses are welcome to provide their information or check to see if it is correctly posted. This directory is free and also supports 11 other municipal directories. [www.investleedsgrenville.com/directory](http://www.investleedsgrenville.com/directory)
4.7 St. Lawrence Shakespeare Festival; James Richardson, General Manager

James expressed his appreciation for the potential and support of the community and of working in downtown Prescott: he wouldn’t drive an hour back and forth to work in Prescott every day if he didn’t appreciate us!

Last Season

- ticket sales lower - due to unpredictability of weather
- new Artistic Director Richard Sheridan and his cast of 12 stellar artists included new faces and familiar ones - engaged the audience in two bold and exciting productions: *As You Like It* and *Taming of the Shrew*: 48 performances between all productions – enthusiasm and appreciation were not hampered by the weather!
- seeking to further increase Ottawa audiences including his Ottawa connections and
- 416 Play Pass with Odyssey Theatre (James is also general manager of Ottawa’s Odyssey Theatre). It gets its holder into a show at both Odyssey Theatre and the St. Lawrence Shakespeare at a savings of 33%
- Like the 416 Highway, the pass connects the Ottawa and Prescott theatres and gives audiences a great new option for not one, but two nights of entertaining outdoor theatre.
- created storefront theatre with mini-museum in Glasgow House - huge thank you to the Peters Family for donating the space to us.
- tried out microphones - when they worked they were brilliant, when they didn’t, they were awful > will work on getting a great system when we can afford it.
- TUDOR FEST - 3 day celebration of all things Tudor and Shakespeare included special performances including sold out Pierre Brault show
- outstanding one-man performance of *A Christmas Carol* in December
- appreciated support from BIA for 12 days of Shakespeare and great advice from Coordinator and
- substantial support from local business through advertising and sponsorship.

THIS SEASON

- *The Winter’s Tale & Cyrano De Bergerac* - June 13th to August 17th - two brilliant
- Directors, one from UK and one fresh from working with Robert Lepage
- creating partnerships with 1000 Islands Playhouse and Third Wall in Ottawa.
- Looking for new ways to work with local businesses to create an even more dynamic downtown Prescott creating overnight packages
- volunteers always welcome
- Annual General Meeting is on January 29th at 7:00 PM at the Red George Pub

SNOW FLAKE DINNER NOW A WINTER’S END GALA - March 2nd: Call now to book your tickets: 613-925-5778. The Festival’s Web Site is www.stlawrenceshakespeare.ca

4.8 Chamber of Commerce:

President Bonnie Pidgeon-Gommert brought greetings from the South Grenville Chamber of Commerce. Last year was a busy one for the
chamber as they celebrated their 125th anniversary. The Chamber has almost completed their new web site and were holding their AGM on January 24th at the Town Hall. The BIA is also asked to report at each regular meeting of the Chamber.

4.9 Parks Canada and Great Waterway

a) Juan Sanchez, Site Manager of Fort Wellington, the Battle of the Windmill and Laurier House National Historic Sites of Canada reported as follows: 2018 was a great year as Fort Wellington welcomed 15,000 visitors and in spite of the construction are anticipating a similar turn out in 2019. Thirteen students were hired in 2018 and they are expecting 13 students again in 2019. These students will undergo a training program as in the past and Juan invited the Town’s tourism ambassadors to participate in this training as well. Fort Wellington is of course well tuned in to Canada’s Tourism Vision – it is a useful web site at [http://www.ic.gc.ca/eic/site/095.nsf/eng/00002.html](http://www.ic.gc.ca/eic/site/095.nsf/eng/00002.html) - Canada’s Tourism Vision

b) Libby Pilon is Product Development Officer for Parks Canada’s Georgian Bay and Ontario East Field Units. She also serves on the RTO9 Tourism Board as a member at large.

Destination Marketing Organization (DMO) for each region has a seat on the board - for our region Brockville Tourism (DMO) has a seat and that position is currently being filled. The RTO9 has an excellent staff team Bonnie Ruddock is the Executive Director and Steve Weir is the Marketing Officer {Note both of them made a presentation at the 2018 BIA AGM on January 24, 2018.

There is a continued focus is on marketing the Great Waterway (Prince Edward County to Cornwall) as a whole with specific targeted campaigns each year, i.e. cruising and theatre for 2018, for 2019 the campaigns will be cruising (Spring) and Ontario Motorcycle (Fall)

A newer focus on Product Development with a plan is currently underway which will include an inventory of products for the region and will also identity gaps and opportunities

**Partnering is a priority with Partnering funds for projects available.**

Industry training available throughout the year including training on marketing, social/digital marketing, and product development

Tourism operators are encouraged to go [https://tourismtalk.ca](https://tourismtalk.ca) and sign up to receive industry newsletter and email updates

It was also noted that Kingston will be hosting the 2020 curling Tim Horton’s Brier, March 2020.

[Note – a visit to [www.thegreatwaterway.com](http://www.thegreatwaterway.com) reveals MANY opportunities for the
promotions of an historic River town like Prescott. There is a great page on our Forwarders Museum - https://thegreatwaterway.com/pt-activities-await/forwarders-museum/

4.11 CSE Consulting was represented by Rod Palmer, Job Developer and Lead Facilitator.

Rod’s office is at 191 King Street East. T: 613-925-0222, ext. 208

CSE has Programs and services for jobseekers, employers and persons with disabilities. Train your employees for 1/3 the cost using a Canada-Ontario Job Grant (COJG). If you’re an employer with a particular skills demand, the Canada-Ontario Job Grant might be right for you. Applications will be accepted on an ongoing basis. See www.cseconsulting.com or for more information about the Canada-Ontario Job Grant visit the government website at: http://www.tcu.gov.on.ca/eng/eopg/cojg/index.html

Funding is provided by the Government of Canada through the Canada Job Grant Programs delivered by the Government of Ontario.

4.12 Grenville Community Futures: Heather Lawless

Grenville CFDC is helping Businesses Succeed with Business Loans and Business Advice as their core programs and services. The web site is www.GrenvilleCFDC.com. Telephone is 613-925-4275.

(Grenville CFDC is waiting for funding approval for the Eastern Ontario Development Program for the period commencing April 1, 2019. Currently they are fully committed for EODP delivery for this fiscal year.)

4.13 Fort Town Run: Julie Larose

The Fort Town Run presents “May the Fort Be With You” on May 4, 2019. To register go to http://www.forttownnightrun.com. This is a community fundraiser to raise funds for SKBP Venturers and local Scouting. This is also an exciting night of running or walking to “unlock historical sites with over 40 sites to see. This amazing event brings many partners together for a good cause and a fun time.

4.14 Brockville DBIA: Hillary Geneau

As the Executive Director of the Downtown Brockville DBIA and member of the Ontario BIA Association Hillary brought greetings and words of encouragement. Key web sites of interest to Brockville’s Downtown BIA are: https://www.downtownbrockville.com and http://brockvilletourism.com [an especially motivating blog was How to Make Supporting Your community your next New Year’s resolution]
4.15 Leeds Grenville Small Business Enterprise Centre (LGSBEC): Jeannette Johnston
Jeanette is the business development coordinator for the LGSBEC. She can be reached at 613.342.8772, ext. 471. The focus of the Centre is on small business start-ups, business planning and providing mentors, coaches and advisors. [https://www.lgsbec.com](https://www.lgsbec.com)

4.16 2018 Zombie Walk Report: Deron Johnston read from the following report submitted by Joe Martelle
“Despite unforgiving event-day weather, 2018 saw continued growth for the future of an October “Halloween” event in Prescott. Growing on 2017’s success, the Zombie Walk continued to build excitement and strengthen community partnerships. The inclusion of our new t-shirt marketing program easily provided enough sponsors to create two separate versions of the shirts, helping to promote the event as well as a number of local businesses. Noteworthy were O’Reilly’s Your Independent and TD Bank, who both dressed their entire staff in Zombie apparel. Also important is the fact that four media outlets supported the t-shirt campaign (and several more reported on the event, including an Ontario Farming publication). The underlying message is that there is a strong appetite to develop the current event into a larger (and perhaps more retail-focused) festival. While Mother Nature might have dampened the Saturday attendance with a cold rainy day, the “screaming contest” and ghost stories on Friday night were a great and subtle expansion of the previous program.
The team thanks all who helped in the 2018 event. Wendy and the team from Luxe were awesome, adding their ultra-cool haunted house to the schedule of events. Martina was a fountain of help. Big thanks to the WL Peters family for providing us the storefront space on King Street. Deron and the BIA, the Mayor (who braved the rain for the walk), the staff of the town who helped us any time we asked, Happy Crap who provided music on a chilly day, Bonnie and her BBQ team and all the others that I am undoubtedly forgetting to mention. Having more people than one can remember to thank is a great problem.
We will be hosting an AGM in late February. The main agenda item will be a call to create a wider leadership team. Please stay posted for more details as we confirm both date and location.
Joe”
[Wendy Hennesey who organized the Haunted House also noted to the chair of the BIA what a great help the students, including those from Connect Youth had been]
6. Results of Brain Storming: The brainstorming “ticket out the door” produced several ideas including:

- For cycling get your bike friendly bike designation through [www.ontariobybike.ca](http://www.ontariobybike.ca) (the Town is working on getting a bicycle decal on our unique bicycle racks designed by Jamie MacFarlane of Prescott)
- Other tourism groups to participate in Parks Canada training
- Look for Fed Dev funding recently announced that can be used for local initiatives like building restoration in BIA area. The Leeds Grenville Small Business will post
- Follow TD Graham report when establishing Action plan
- Apply for grants
- Take care of what we have already

7. Appreciation and acknowledgements: Leanne Burton thanked:

- Carla and Mike Hudson of the Colonel’s Inn for their hospitality and we congratulated Carla on her becoming the new proprietor of the Veranda Restaurant at the Prescott Golf Club – opening April 1, 2019 [www.verandahresto@gmail.com](mailto:www.verandahresto@gmail.com)
- Wendy Hennesey was thanked also for her refreshments and for being the latest new restaurant in our downtown and
- Sandra, Donna and Tracey for their work in organizing and preparing for the event.