



**Notice of 2021 Annual General Meeting**  
**May 31, 2021 @ 6:00pm**  
**Venue: Virtual Meeting via Zoom**  
**Live Broadcast to YouTube – Fort Town TV <https://bit.ly/307LKe2>**

*Dear BIA Member,*

On behalf of the Board of Management of the Downtown Prescott Business Improvement Area (BIA), I would like to formally invite you to our Annual General Meeting (AGM) starting at 6pm on Monday, May 31<sup>st</sup>. Due to the ongoing COVID-19 Pandemic, the meeting will be held via Zoom and broadcast live to YouTube – Fort Town TV (<https://bit.ly/307LKe2>).

Please accept this letter as the required notification of the Downtown Prescott BIA AGM. As per our bylaw, we are required to notify all persons who own or are tenants of rateable property in a business property class within the Business Improvement Area 15 days in advance of the AGM.

Please note that this notice must include the meeting agenda, Council approved and estimated expenditures for the current year (2020), and proposed revenues and expenditures for the following year (2021). These are all included for your review.

BIA member business and property owners are invited to attend this year's AGM via Zoom. If you plan to attend, please register by 12pm on May 28<sup>th</sup>. Meeting details will be emailed to all registrants in advance.

**Registration Link:** <https://bit.ly/3xW9n8X>

Non-BIA member businesses and the public are encouraged to watch the live broadcast via YouTube: <https://bit.ly/307LKe2>

Questions or comments can be directed to Justin St. Pierre, Business Development Officer, via email: [bia@prescott.ca](mailto:bia@prescott.ca), or phone: 613-925-2812 Ext 6222.

Sincerely,

***Kevin Bunce***  
*Chair*  
*Board of Management*  
*Downtown Prescott BIA*



**Downtown Prescott BIA Board of Management  
Annual General Meeting  
AGENDA**

**May 31, 2021 @ 6:00pm**

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**6:00pm - 6:15pm - Networking.**

**6:15pm - 6:20pm - Welcome – Mayor Brett Todd – Town of Prescott**

**1. Call To Order and Introduction of Board Members**

**2. Approval of the Agenda**

**3. Declarations of Interest**

**4. Minutes of the Previous Annual General Meeting**

**4.1 2020 Annual General Meeting Minutes**

**5. Agenda Items**

**5.1 Economic Development and Tourism - Dana Valentyne, Town of Prescott**

**5.2 Digital Main Street - Justin St. Pierre, Town of Prescott, and Nicole Hudson, Katarina's Coffee Shop**

**5.3 South Grenville Chamber of Commerce - Bonnie Pidgeon Cugler, President, South Grenville Chamber of Commerce**

**5.4 Upper Canada FolkFest - George Tierney, Founder, Upper Canada FolkFest**

**6. Financial Report - Tracey Young, Treasurer**

**7. Annual Report - Kevin Bunce, Chair**

**8. Period for Questions from the Public and Media**

**9. Adjournment**



## *Minutes - BIA Board of Management*

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**Annual General Meeting  
March 5, 2020 @ 6:00 pm  
Colonel's Inn  
408 East St., Prescott, ON**

**Board Members in Attendance: Kevin Bunce, Tracey Young, Pearl Visser, Karen Martin, Lacey Casselman, Ben Quenneville.**

**Board Regrets: Sherry Desnoyers**

**Public Guests: 30**

- 1. Call to Order - MEETING CALLED TO ORDER AT 6:35 PM**
- 2. Approval of Agenda - MOVED BY TRACEY YOUNG, SECONDED BY PEARL VISSER - CARRIED**
- 3. Declaration of Interests – None Declared**
- 4. Approval of 2019 BIA AGM Minutes - MOVED BY KAREN MARTIN, SECONDED BY TRACEY YOUNG - CARRIED**
- 5. Agenda Items**
  - 5.1 St. Lawrence Shakespeare Festival Presentation – Richard Sheridan-Willis, Creative Director**
  - 5.2 Economic Development Presentation – Dana Valentyne, Economic Development Officer, Town of Prescott**
  - 5.3 South Grenville Chamber of Commerce and Food Bank Presentation - Bonnie Coughler, President, South Grenville Chamber of Commerce and Executive Director, South Grenville Food Bank.**
  - 5.4 South Grenville Journal Presentation – Joe Martelle, Editor, South Grenville Journal.**
- 6. Approval of 2019 Financial Report - MOVED BY PEARL VISSER, SECONDED BY BEN QUENNEVILLE – CARRIED**
- 7. Approval of 2019 Annual Report - MOVED BY BEN QUENNEVILLE, SECONDED BY TRACEY YOUNG – CARRIED**

**8. Period for Questions from the Public and Media**

- **Members of the audience raised a variety of potential areas of interest for the Board to consider in the coming year, including:**
  - **the importance of diving to tourism attraction;**
  - **issues related to traffic and parking in the Downtown core;**
  - **marketing, promotion, and business attraction.**

**9. Adjournment – 8:50 pm - MOVED BY LACEY CASSELMAN, SECONDED BY TRACEY YOUNG - CARRIED**

# Prescott BIA - 2020 Income Statement Report

## As at December 31, 2020

Item	2020 Budget	2020 YTD	Notes
<b>Revenue</b>			
BIA Levy	-	29,000	Annual Levy included on July Tax Bills
Transfer from Reserves			
Revenue from Events			
<b>Total Revenue</b>	<b>-</b>	<b>29,000</b>	
<b>Expenses</b>			
<b>Leadership and Management</b>			
Co-coordinator		3,700	
Telephone & Mileage		-	
Supplies		27	
Board & Committee Development			
Meeting Expenses		1,018	
<b>Subtotal</b>	<b>-</b>	<b>4,745</b>	
<b>Marketing and Promotion</b>			
Visitor's Guide and Map			
Promotion		1,108	
Website, Social Media & Design		479	
Advertising		533	
Advertising specific to assist businesses		-	
Events, Sponsorships and Partnerships		-	
Donations		100	
<b>Subtotal</b>	<b>-</b>	<b>2,220</b>	
<b>Events</b>			
Anticipated Events		-	
<b>Subtotal</b>	<b>-</b>	<b>-</b>	
<b>Physical Improvements</b>			
Beautification			
Window Cleaning			
Other Improvements		18,106	Receptacles & Downtown Furnishings
<b>Subtotal</b>	<b>-</b>	<b>18,106</b>	
<b>Economic Development</b>			
Conferences and Memberships		229	OBIAA Membership
Direct support for BIA Memberships			
<b>Subtotal</b>	<b>-</b>	<b>229</b>	
<b>Total Operating Expenses</b>	<b>-</b>	<b>25,301</b>	
<b>Surplus / (Deficit)</b>	<b>-</b>	<b>3,699</b>	

# PRESCOTT BIA 2021 BUDGET

Item	2021 Budget
<b>Revenue</b>	
BIA Levy	29,000
Transfer from Reserves	
Revenue from Events	
<b>Total Revenue</b>	<b>29,000</b>
<b>Expenses</b>	
Co-ordinator	10,000
<b>Subtotal</b>	<b>10,000</b>
<b>Marketing and Promotion</b>	
Promotion	9,000
Donations	
Website Annual Fee	
Advertising	
Advertising specific to assist businesses	
Events, Sponsorships and Partnerships	
<b>Subtotal</b>	<b>9,000</b>
<b>Physical Improvements</b>	
Beautification	10,000
<b>Subtotal</b>	<b>10,000</b>
<b>Subtotal</b>	<b>29,000</b>
<b>Total Operating Expenses</b>	<b>29,000</b>
<b>Surplus / (Deficit)</b>	<b>-</b>