

## Prescott BIA Board of Management

### Minutes

January 7, 2020 @ 5:00pm  
Prescott Town Hall, Ruth Evanson Room  
360 Dibble St. W, Prescott, Ontario

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1. Call to Order – 5:10pm. Present were Kevin, Pearl, Tracey, Lacey, Ben, Karen, Brett and Theresa.

2. Approval of the Agenda – moved by Pearl, seconded by Tracey. Carried.

3. Declarations of Interest – none.

4. Minutes of the Previous Meeting

4.1 December 3, 2019 Meeting Minutes – Motion: to approve minutes of December 3, 2019 meeting. Moved by Karen, seconded by Tracey. Carried.

5. Agenda Items

- 5.1 Update on new permanent coordinator position. Dana advised that there have been two meetings with potential partners Town of Prescott and Chamber of Commerce about position. Each organization committed to \$12,000 each for salary and between \$2400 to \$3600 each for annual office rental. It was suggested to all parties to create their own requirements for the job, then collectively craft an overall job description and then advertise the position. Ben advised that Chamber has finalized their requirements. Potential office location has been discussed, but needs to be decided. The position was brought to council's attention at last council meeting. This will go before council for formal consideration on January 20<sup>th</sup>. Dana advised that within a couple of days she would send an email to all parties to arrange the next meeting to continue working on this initiative.
- 5.2 Update on 12 Days of Christmas. Dana advised that \$2500 Prescott Proud Dollars was distributed and that \$1850 was used by winners. Grand prize draw winner was Sue Pilon. She was very grateful. Dollars were well spread out between businesses. Program has potential to become permanent, grow and become a marketing tool, loyalty program or for rewards and draw prizes. Businesses were very supportive of program. A couple of businesses and recipients made donations to the food bank. Having Town of Prescott seal in the bills was a great security feature. Santa visits and the photographer were a fantastic addition this year. Deron highlighted the significant efforts of Dana to make the 12 Days promotion successful. Working together with community partners was highlighted as very productive and helped to build capacity for the event.
- 5.3 Extending the contract of the BIA Coordinator. - Discussion happened “in camera”. Motion – The Prescott BIA is extending the contract of Deron Johnston as BIA coordinator until March 1<sup>st</sup>

under the same contract terms/as previously approved. Moved by Brett, seconded by Pearl. Carried.

5.4 **Reviving external communications – social media and newsletter.** - Motion – To add “regular updating of the BIA website, social media accounts and newsletter” to the job description of the coordinator – Moved by Brett, seconded by Tracey. Carried.

5.5 **Strategic and budget planning for 2020.** Dana suggested creating a survey to reach out to members and get their feedback.

5.6 **BIA credit card.** - Deron suggested that the BIA consider a credit card to avoid wait times for repayment of expenses. Brett suggested waiting until the coordinator position situation is resolved and consider this item at that time.

**6. Financial Report/Budget – Given by Tracey.**

**7. Staff – Given by Dana.** Dana advised of the LG Approved Small Business Trade Show at Leo Boivin in Prescott on March 6th and 7th. Dana and Brett suggested providing BIA materials for display by Town of Prescott at trade show.

**8. New Business – Discussion on date for BIA AGM.** Motion – to have the BIA AGM on Feb 20 at the Colonel's Inn. Moved by Brett, seconded by Pearl. Carried. On another matter, Tracey advised of difficulty for older residents to access sidewalks due to snow buildup in certain areas of the downtown. Brett advised that Prescott Journal is being re-named South Grenville Journal by new ownership. First edition will be January 22nd.

**9. Correspondence – None.**

**10. Adjournment – 6:55pm.** Motion: To adjourn the meeting. Moved by Pearl, seconded by Lacey. Carried. Next meeting will be February 4th at 5:30pm.