



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

November 10 2020 | 6:30 P.M.

Remote Meeting due to current Pandemic

Present: Karen Martin, Kevin Bunce, Matthew Armstrong, Tracey Young, Teresa Jansman, Ben Quenneville, Pearl Visser, Dana Valentyne

Regrets: Brett Todd

1. **Call to Order:** Kevin called meeting to order at 6:34 PM
2. **Approval of the Agenda:** Motioned by Karen, seconded by Pearl. Carried
3. **Declarations of Interest:** None
4. **Delegations/Presentations:** None
5. **Minutes of the Previous Meeting:** Motioned by Tracey, seconded by Pearl. Carried.
6. **Agenda Items:**
 - 6.0 **Address notification and distribution of Agenda to members:** It has been brought to BIA's attention notice of meetings has not been provided to members at least 3 days in advance. **Karen made motion that BIA resume meeting on 2nd Tuesday of every month going forward. Seconded by Pearl. Carried.** Discussion ensued regarding cancellation of meetings due to lack of quorum. **Motion made by Karen 3 business days in advance secretary to send out agenda/minutes to the board. Members have until 4 PM of the Monday prior to the meeting to accept or decline. Seconded by Ben carried**
 - 6.1 **Update on Digital Mainstreet Program:** Had first biweekly update meeting. Things are progressing well; Justin has made great strides with servicing our businesses. There were some concerns with eligibility for the digital transformation grant program. Have since received confirmation from OBIA they are willing to look at businesses just outside the BIA which are in the grey area. Tracey has met with Justin, states the process is simple and highly recommends the training courses. Next process is applying for the grant.

Tracey to do testimonial letting other businesses know how simple the process is. Have until end of February to take businesses through the main street program, the digital transformation grant is only open until end of November.

- 6.2 **Ontario By Bike Program**: Colonels Inn and Katarina's have applied to register, and Kevin has been in discussions with bike repair shop on Cedar Grove road to see how we can collaborate
- 6.3 **Discussion with town regarding replacing brochures**: Discussed merit of brochures and the fact they are difficult to keep up dated. Some communities use a digital platform which involves a simple rack card that provides general information and a QR code system. Discussed what that would like and how we can implement and how BIA can partner with Town. Would like to have it up and running by Victoria Day.
- Ben made motion for a 3-prong approach. First to create a rack card that will drive people to a digital platform that will be maintained by town and staff, as well as have a location of a kiosk or window operation where visitors will have access to view information in the area and hopefully utilize that to drive new business to Prescott. Seconded by Karen. Carried**
- 6.4 **Recruitment of new board members**: Kevin has approached 3 individuals regarding joining the board, will discuss at next meeting. Lacey Casselman has resigned. **Karen made motion the board accept Lacey's resignation. Seconded by Pearl. Carried. Pearl made motion to direct town to send Lacey a thank you package seconded by Tracey. Carried.**

7. **Financial Report**: Nothing new to report. Still waiting on September's invoices. After furnishings are paid for, we will have approximately \$5900 left in budget.
8. **Staff: Matthew provided update**; Finished up on Economic Development focus group for official plan review. Received 18 responses from Economic Development as well as 150 responses from the general public on the official plan review. One of the clear messages heard is downtown is a major focus, which helps to build a case to spending money in that area beyond what we have already done. As well taking a more stringent look at property standards and putting policies in place for owners to keep up their buildings. In the last 2 years through CIP have approved \$200,000 in grants and \$200,000 in interest free loans and we want to maintain that momentum and focus on filling the store fronts and bringing downtown back to life with a 3-prong approach; Living there, Working there, Playing there.

9. **New Business:** Karen made motion to make a \$100 donation to Brockville and District Hospital foundation ICU in memory of Bert White. Seconded by Ben. **Carried.**

Tracey indicated it was time to start planning the budget for next year – will add to Decembers agenda.

Discussion around role clarity – any particular role can not be held for more than 2 consecutive years. Will discuss in January with hopefully addition of new members.

10. **Adjournment:** Pearl made motion to adjourn at 7:35. Seconded by Tracey. **Carried.**