

Minutes of the BIA Board of Management

Wednesday, May 4, 2016 @ The Red George

Present: Sandra Lawn, Scott Hubbard, Sharon Spychi, Brett Todd

Regrets: Leanne Burton, Dave Stephens

Guests: Joe Martelle, Lorilee Harper, Kevin Hutt & Tracey Young

1. Meeting Call To Order 5:30 pm

It was agreed that Tracey Young take the Minutes.

**NOTE: NO QUORUM IN ATTENDANCE THEREFORE ALL MOTIONS TO BE TABLED UNTIL
NEXT MEETING**

2. Review of Agenda- No Items of New Business to be added.

Motion to move minutes of April 6th – Tabled

3. Business Arising from Previous Minutes

Brett Todd advised that Ed Yandeau is looking into preventative maintenance for the downtown benches.

Brett Todd also commented favourably on the Communities in Bloom signage that will be added to various gardens throughout the community.

Sandra Lawn advised that Dave Stephens investigated the website domain name and the renewal fee of \$75.00 and everything is in hand for now.

4. Financial Report : Treasurer Sharon Spychi

Sharon was unable to present a financial report as there some items in the report she received which had to be discussed further with the Town of Prescott. Brett Todd advised that the Town was currently integrating a new accounting system and it will take a little more staff work to get it to where it should be.

Approval by consensus that Sharon Spychi be reimbursed for her personal expenses for Taste of Prescott totalling \$99.35.

Motion that Sharon Spychi be reimbursed for Taste of Prescott.

Moved by Brett Todd

Seconded by Scott Hubbard

Formal motion to be made at next meeting.

5. Report from Chair

No word on summer Intern.

Attractive promotional signage was noted on Harding's vacant store front.

Volunteers have been busy with data collection and taking photos of the vacant spaces.

(a) Marketing Committee Report

- It is important to encourage visitors to come back to Prescott.
- Building on a brand – focusing on core experiences and how they make people feel ie. Music such as Chuck Streets piano idea, Fort Town concerts , adventure, heritage, culinary, shopping , wellness just to name a few
- Request to add Mike Laking's video to our Facebook page.
- Brett Todd suggested that consideration to be given to engaging a Drone Videographer. Cost of this will be investigated by Brett Todd.
- Focus should be given to the Long Weekend in May. Marion's will be having a storewide sale. This is the longest running business serving the downtown area. It was recommended that we support the family by posting their advertisement on our Facebook page.
- The committee advised that Fort Wellington is also having an event in May, Artillery Days.
- The committee is looking into online publications instead of "print" ads such as 1000 Islands International Tourism Council, Coast Radio and North Country Radio, 1000 Islands/Brockville,. Committee is also researching a 4-fold,
- Recommendation that an ad be considered in Living Here Magazine.
- The committee is looking at various other opportunities for advertisements including
 - ways to encourage and inform cross border visitors.
- It was suggested that we think about an event for the Fall to draw visitors and partner with others at the same time.

(b) Coast 107.9 Presentation by Lorilee Harper (attached to the Minutes)

Lorilee advised that their coverage is extensive and reaches from Moulinette Rd to the east as far as Watertown. She suggested the best strategy was to start advertising 14 days before an event to bring awareness to the Public. Lorilee suggested placing tickets for Taste of Prescott at individual businesses. This was well received by the Board. Sharon Spychi will take the idea back to the committee for the Taste of Prescott. The Board thanked Lorilee for her presentation and asked if she could perhaps scale the proposal down and come back with a budget that might fit better with our budget. Lorilee said she would be happy to customize a strategy to compliment our budget.

(c) BIA Booth at Business Fair – Volunteers Needed

6. Downtown Beautification

Sandra advised that the baskets have been started and will be ready to go when the weather permits.

Town Banners have been installed. The Banners are 4 season.

NOTE – TO MAKE SURE THAT THE LIFT IS READY AND AVAILBALBE WHEN DONNA NEEDS IT TO PUT THE BASKETS UP.

7. Update on Website and Facebook

Brett Todd informed the group that Katie Allard at the Town of Prescott can provide us with photos. Her email address is kallard@prescott.ca. (BIA also has several hundred photos).

There was a suggestion that we look into sponsored posts.

Tracey advised that she is new to the business Facebook accounts and is looking for feedback from the Board as to what they would like to see on the Facebook page. She is looking into the timing of posts, how many posts should be made to be effective etc. Sandra to provide Tracey with some information she has about Facebook posts.

8. Taste of Prescott

Sharon Spychi reported on the number of participants engaged to date including a distillery, winery and 2 breweries. A band has been hired. They will be using pull-up banners and a fence banner at the High School. The committee is also requesting advertising on the Board at St Marks and the High School electronic sign. Donna will be supplying the ferns and Cardinal Flowers will be donating and have just asked that their business cards be available on the table. They are waiting for confirmation from more vendors. Scott Hubbard suggested that more communication might help so that Vendors know what to expect. Sharon to suggest that the committee personally deliver letters to the vendors outlining their expectations. Next committee meeting is May 11th.

9. Reports

Fort Wellington – No report

St Lawrence Shakespeare Festival

Finding billets for the actors is underway; more are still needed. Their marketing program is well underway as is fundraising. They are now getting ready for the arrival of the actors.

Opening of Farmer's Market May 14th

Kevin Hutt reported that they are thrilled with their new signage. They plan on having live entertainment every Saturday. The cost this year is \$50.00 per vendor for the season. The Christmas in July is scheduled for July 23rd and there will be an Elvis entertainer that day. They will be hosting a Market Appreciation Day. Kevin okayed the

idea of the BIA sponsoring a booth for the season. It was suggested that the booth could be booked through Kevin. Kevin encourages all of the vendors to be ambassadors for the Town. On their wish list is a public washroom facility downtown. Kevin asked about the future of the “Cruise and Shine” car event and Brett said that Katie Allard is looking into this. The clock repair should not interfere with the vendors. Sharon Spychi to look into the Invoice sent from the Farmer’s Market.

Town of Prescott

Brett Todd reported that consideration is being given to having a washroom located at the Forwarders Museum. Nanny Cakes had their grand opening downtown last week. BIA signage and Farmer’s Market signage has been installed. An overpass sign and directional signs are still to come. The Town will be hosting a Canada Day celebration – the fireworks have been booked. A Riverwalk Park Day is in the planning stages with the possibility of fireworks, a cruise , bands. They are working on a date possibly may coincide the date with the Rotary Club’s tricycle races to be held in August.

Chamber of Commerce

Their After 5 event will be held on May 19th @ Maplehurst Manor

Gardening, Tourism.

Sandra displayed the Leeds & Grenville 2nd Annual 1000 Islands and Rideau Canal Garden Trailer Brochure featuring the Shakespeare Gardens.

Communities in Bloom

The committee is volunteering to help out with the Shakespeare Gardens. The first garden tour bus is coming from Montreal on June 26th.

13. Action Plan Review – Tabled
14. Information Items- No New Information Items
15. New Business – Nothing to Report
16. Next Meeting is June 1st – Location to be Determined
17. Adjournment @ 7:08 pm.

