



# Minutes of Board of Management

Wednesday, October 5, 2016; 5:30 p.m. – 7:00 – Katarina’s

	Details/Action
<b>Present</b>	<p><b>Directors: Leanne Burton, Sandra Lawn (chair), Rob Millar, Sharon Spychi (Treasurer), Dave Stevens, Brett Todd and Donna White</b></p> <p><b>Visitors: Katie Allard, Leslie Ambler-Bottigoni (for part of meeting), Drew Headrick, Mike Hudson, Laverne Johnston, Joe Martelle, Sherry Spring, Tom Van Dusen,</b></p>
<b>1. Welcome and introductions</b>	5:30 p.m. Laverne Johnston of Fort Town Mercantile introduced herself and her new business. She was pleased to find so many like-minded people who provided a warm welcome to her and her husband.
<b>2. Review of Agenda</b>	Items of new business as below
<b>3. Minutes of previous meeting September 7, 2016, 2016 and b) business arising from Minutes</b>	<p>a) Moved by Donna White and seconded by Leanne Burton that the minutes of September 6, 2016 be approved as circulated. Motion carried.</p> <p>b) Business arising from the minutes: the chair had a meeting with Town CAO Pierre Mercier earlier that day</p> <p>c) It was moved by Donna White and seconded by Leanne Burton nomination of Sherry Spring to the Board of management be forwarded to Council for their approval. Motion carried.</p>
<b>4. Financial Report</b>	<p>a) Financial Report from Matthew Armstrong was received as attached as Addendum 1.</p> <p>b) Moved by Brett Todd, seconded by Dave Stevens that the following invoices be paid:</p> <ul style="list-style-type: none"> <li>a. Invoice 248802-1, CKPP-FM September 25, 2016 - \$565.00</li> <li>b. Invoice No. 79028, St. Lawrence Printing, Sept 21, 2016 - \$226.00</li> <li>c. Stephane Tremblay; window cleaning; Sept 2016; \$254.25 (we will continue this service to the end of the year and consider it in 2017 budget.)</li> <li>d. Brockville Chamber of Commerce Web advertising:</li> </ul>

	<p style="text-align: center;"><b>\$169.50 and</b>  <b>e. St. Lawrence Printing; Inv #78835 – 339.00.</b></p> <p style="text-align: center;"><b>Motion carried</b></p> <p>c) the chair asked for volunteers to start working on a draft 2017 budget. Sherry Spring, Donna White and Sharon Spychi and Sandra will meet before the November meeting to get a start on this.</p>
<p><b>5. Chair's Report</b></p> <hr/>	<ol style="list-style-type: none"> <li>1. S. Lawn participated in the "Return on Investment" Webinar on October 5, 2016. The emphasis was on support of existing operations and expanding on the visitor experience.</li> <li>2. Miscellaneous information items continue to be sent out. These included: Ontario BIA Association: The Value of BIA's, The 2016 BR&amp;E (Business Retention and Expansion) report from Quinte West and OBIAA summer newsletter.</li> </ol>
<p><b>6. Strategic Actions</b></p> <hr/>	<ol style="list-style-type: none"> <li>1. Christmas decorations for Clock Tower Square : <ul style="list-style-type: none"> <li>• There will be no painting on the glass of the Clock Tower this year</li> <li>• Moved by Brett Todd seconded by Leanne Burton that GreenThings be authorized to provide four wreaths for the clock tower as well as decorations for the urns and benches at an upset figure of \$1000. Motion carried. (Donna White declared a conflict of interest and did not vote. She is providing these items at her cost.</li> <li>• The Town will decorate the rest of the parking lot and Kattie Allard will collaborate with Donna to ensure a fitting and coherent approach.</li> <li>• Application (s) for funding a collaborative Project that includes a refurbishment of the interior of the Rotary Lighthouse, focus on youth, story boards and commemoration of People of the River : Canadian Coast Guard , sailors etc Application underway – seeking advice from several sources. [ Note President of Rotary sought unsuccessfully to get letter of support from the Town and project was suspended in main part because the Town had applied for a grant for improvements to the buildings at the harbour and there was worry about possible confusion.]</li> <li>• Sherry Spring reported on the children's Zombie Walk, planning update and approximately \$300 budget with marketing being done by the Prescott Journal as well as CFJR/BOB FM. She</li> </ul> </li> </ol>

	<p>was also pleased to have so many volunteers step forward. <b>It was moved by Brett Todd, seconded by Dave Stevens that a budget of \$500 be allocated for the Zombie Walk. Motion carried.</b></p> <ul style="list-style-type: none"> <li>• Donna had also offered that she and Bert would like to make a \$100 contribution. {note – this would not appear to be necessary.</li> <li>• <b>It was decided that the BIA should have a float in the Christmas parade – Donna offered to provide the “wagon.”</b></li> </ul>
<p><b>7. Marketing</b></p> <hr/>	<p>a) in September and October the following was the marketing plan:</p> <ol style="list-style-type: none"> <li>I. CFJR and Bob FM – “combo”</li> <li>II. Coast 107.5 – “combo”</li> <li>III. Living Here – 1/3 page ad</li> <li>IV. continuation of ads with Prescott Journal</li> </ol> <p>g) Ideas for November and December – some discussion but fuller discussion at the November meeting of the Board.</p>
<p><b>8. Communities In Bloom</b></p> <hr/>	<p>a) Katie Allard reported on CIB awards and success of the project. There have been many comments about flowering baskets in BIA and throughout town as prepared by Donna White of GreenThings. Planning for 2017 has begun already. {The BIA was an official partner of the 2016 CIB effort. There was some aside conversation about having the sugar maple as the Town’s official tree. Donna, who is very knowledgeable in these matters, was in favour of this.</p> <p>b) Gardening Tourism – there was a presentation at C of Whole by Dave Cybolski and Ann Weir on October 3<sup>rd</sup> , 2016 at the Town Hall. Many of the volunteer gardeners attended. These volunteers included two directors of the BIA – Sandra and Donna.</p>
<p><b>9. Reports and ideas from the Town, Parks Canada, Shakespeare Festival, Farmer’s and Crafter’s Market, Chamber of Commerce, Bed &amp; Breakfasts,</b></p>	<p>1. Brett Todd thanked Dave Stevens for his work in the downtown. He also reported on Ontario BIA Association “Downtown Revitalization - Community of Practice Conference, ‘ Strength in Numbers – Success through Knowledge’” September 8<sup>th</sup>, 2016. Brett’s report that it was a good presentation with sharing of ideas. Many others also have commercial challenges. He has invited the Ontario BIA chair to the Town Hall and assured the Board</p>

<p><b>other</b></p>	<p>that the BIA would be informed. He wants to take a fresh view. Is the BIA effective? Everyone is in the same boat with aging infrastructure.</p> <ol style="list-style-type: none"> <li>2. Town - Update on Prescott Business Retention and Expansion program: Katie Nolan of OMAFRA will be at the October 25<sup>th</sup> Council meeting. In response to question about the RiverWalk District brand, where was it etc. Brett reported that 2016 had been its first year and there were many plans being made for better promotion in 2017.</li> <li>3. Bed &amp; Breakfasts: Mike Hudson of Colonel's Inn reported on a full house in September and October. He was undertaking a media blast to encourage tourists and other visitors looking for a unique place to stay in the shoulder seasons coming up.</li> <li>4. In the absence of Ingrid Bjornson, Sandra reported briefly about the highly successful 2016 Shakespeare Season with planning for 2017 well underway.</li> <li>5. Joe Martelle demonstrated the bright new Prescott Journal website at <a href="http://www.prescottjournal.com">http://www.prescottjournal.com</a> and encouraged use of its various features.</li> </ol>
<p><b>10. Information items</b></p>	<p>a) Miscellaneous presentation from prov. association OBIAA had been sent out previously.</p>
<p><b>12. New Business</b></p>	<p>a) Leslie Ambler- bottigoni of Luxe Boutiques is planning their grand opening on November 5<sup>th</sup> . All is going well in preparation for this exciting and ambitious new enterprise.</p> <p>b) New shop beside Fort Town Treasures - Fort Town Mercantile had been introduced previously.</p> <p>c) The redevelopment of Mr. Gas is receiving a positive response.</p> <p>d) Brett Todd will be officiating at the opening of Thousand Island Hemp Store on October 22, 2016.</p>
<p><b>13. Next meetings</b></p>	<p>Nov 2 – Boomer's at 5:30 p.m; Dec 7 – location?</p> <p>AGM in January 2017, Date to be determined.</p>
<p><b>14. Adjournment</b></p>	<p>The meeting was adjourned at approximately 7:10 p.m.</p> <p>(following the meeting the chair thanked Claudia and George of Katarina's for providing our meeting place)</p>

