



## Minutes of Board of Management

Wednesday, April 6, 2016; 5:30 pm - 7:00pm at Boomers Sports Bar

**Present:** Sandra Lawn, Scott Hubbard, Sharon Spychi, Leanne Burton, Dave Stevens, Michaela McNeill, Rob Millar, Tammy Curry, Brett Todd.

**Regrets:** Donna White

**Guests:** Ken Burton, Tracey Young, Sandra Iseman, Dan Cook

#	Item
1.	Meeting called to order at 5:30pm
2.	<b>REVIEW OF AGENDA</b> Approval of present agenda by consensus.
3.	<b>MINUTES OF PREVIOUS MEETING</b> Leanne Burton motioned to approve the minutes from the previous meeting March 2, 2016. Dave Stevens seconded. Motion carried.
4.	<b>FINANCIAL REPORT: TREASURER SHARON SPYCHI</b> <ul style="list-style-type: none"> <li>a.) Sharon made a motion for cheque of \$489.25 to "Have Tents Will Travel" and cheque for \$271.20 to Howard Campbell &amp; Sons to be processed for deposits for A Taste of Prescott. Seconded by Rob Millar. Motion Carried.</li> <li>b.) Sharon motioned for a cheque to be processed for \$452.00 for St. Lawrence Printing "Shop the Walk" advertising. Rob Millar seconded. Motion carried.</li> <li>c.) Sharon received a thank-you from the Prescott Fire and Rescue for the \$500.00 donation for the 2015 Light up the Night annual parade. Brett Todd made a motion to give a donation of \$500.00 for 2016 Light up the Night annual parade. Seconded by Leanne Burton. Motion carried.</li> </ul>
5.	<b>REPORT FROM CHAIR</b> <ul style="list-style-type: none"> <li>a.) Community Café. Sandra Lawn attended the Community Café at the Prescott Golf Club arranged by the T.R. Leger School leadership. There is interest in being more involved with</li> </ul>

	<p>the community</p> <p>b.) Sandra Lawn reported on the report rec'd on amount of cars crossing from the U.S.A. at the Johnstown crossing. She suggested that this may be a beneficial location to place our rack cards. Report was provided to confirm the #s</p>
6.	<p><b>MARKETING/PROMOTION –TOTAL BUDGET \$11,000</b></p> <p>Discussion of how our \$11,000 budget is being and will be spent.</p> <p>a.) \$5000 presently committed to St. Lawrence Printing.</p> <p>b.) Laurilee Harper from Coast 107.9 will present at the next meeting.</p> <p>c.) Sandra Lawn has suggested that Cheryl Arcand connect with the “A Taste of Prescott” committee.</p> <p>d.) Discussion of the many on-line opportunities which are available.</p> <p>e.) Town of Prescott placed a Full Page ad with the BIA Logo in the South Grenville Tourism Guide. Ad was circulated around the table.</p> <p>f.) There was brief discussion of walking map and placemats. Fraser Laschinger is working indepently on a walking tour map.</p> <p>g.) BIA Booth at business showcase in Cardinal will need volunteers from the BIA. Friday June 10 from 6pm to 9pm. Saturday June 11 from 9am to 3pm. Leanne recommended that the BIA be with the Town Booth.</p> <p>Items d.) to g.) will be brought back to the marketing committee and discussed further.</p>
	<p><b>COMMUNITIES IN BLOOM</b></p> <p>a.) BIA has officially partnered with Communities in Blooms.</p> <p>b.) April 9<sup>th</sup> there will be a volunteer clean-up of the Shakespeare Gardens. [note – rescheduled until April 17<sup>th</sup> because of weather]</p> <p>c.) The budget for the baskets and planters were approved in October 2015 and they are underway at GreenThings.</p> <p>d.) Most merchants who participated in 2015 in the merchant planter program will be participating in 2016.</p> <p>e.) There is noticeable wear on the benches. They will be needing maintenance. Discussion of what to fill the bench planters with when there are no plants in them to hinder people from using them as garbage cans. Possibly filling with pea stone or bark.</p>
8.	<p><b>UPDATE ON WEBSITE AND FACEBOOK</b></p> <p>a.) We have applied for a summer intern. Dave Stevens is the lead on the aspect of this project that applies to the website and facebook. Tracey Young has volunteered to assist with keeping the BIA Face Book page updated. Brett Todd will provide her with the password.</p> <p>b.) Renewal fee of \$75.00 for the domain name of the original BIA website through Henderson Printing coming up. Dave Stevens will be investigating this to come up with a better price.</p>
9.	<p><b>TASTE OF PRESCOTT</b></p> <p>a.) Official date is June 25, 2016 from 4pm to 8pm.</p> <p>b.) The band “Happy Crap” has been confirmed for the event.</p> <p>c.) Top Shelf Distillery, Beau’s Brewery and Kichisppi Brewery have been confirmed.</p> <p>d.) We are buying our own linen’s this year to keep the costs down from renting. The</p>

	<p>opportunity to rent the linens for other future events will generate much needed funds for BIA events to follow.</p> <p>e.) Battle of the Arts has also confirmed. We will be purchasing two stand up banners to help to advertise for the event</p> <p>f.) Tammy Curry is yet to confirm that her sister will be painting on the clock tower glass for promotion of the event and to create interest in the Battle of the Arts.</p> <p>g.) Rob Millar has confirmed with Canadian Tire about borrowing patio lawn furniture during the event.</p> <p>h.) Bush Gardens Farm (Cheese) has confirmed.</p> <p>i.) Committee currently working on food vendors and sponsorships.</p>
10.	<p><b>RECRUITMENT OF NEW MEMBERS OF BOARD</b></p> <p>a.) Tracey Young was approached to join the Board. She will consider.</p> <p>b.) Position of vice chair is still up for consideration.</p> <p>c.) It is noted that a person doesn't need to be in BIA or on the board to be involved as a volunteer.</p>
	<p><b>REPORTS AND IDEAS FROM PARKS CANADA, SHAKESPEARE FESTIVAL, FARMERS &amp; CRAFTERS MARKET, CHAMBER OF COMMERCE, BED &amp; BREAKFASTS AND OTHER.</b></p> <p>a) BR&amp;E project. Brett Todd is waiting to hear from OMAFRA. No awarding of grants as of yet.</p> <p>b) Teeny Tiny Summit March 30, 2016. Piere Mercier attended on Brett Todd's behalf. Brett Todd will bring back details for next meeting.</p> <p>c) Parks Canada: May 21, 10am to 5pm is opening day for the 2016 season. Check website for details.</p> <p>d) Farmers and Crafters Market had a successful AGM. Their formal opening is May 14, 2016 with a large emphasis on local foods.</p> <p>e) Cruise &amp; Shine: Town will be handling this event. Brett Todd to watch posts from Heather MacKay about other Cruise &amp; Shine Events to help decide on an official weekday to hold event. Brett to keep us posted.</p> <p>f) Chamber of Commerce: The Annual Golf Tournament will be May 27, 2016. Dan Cook has suggested that this may be a great opportunity to set up a presentation for the "A Taste of Prescott" to promote awareness of the event a month in advance.</p> <p style="padding-left: 40px;">a. -Business after five on May 19, 2016 at Maple Hurst Manor.</p> <p style="padding-left: 40px;">b. -Merchants have the opportunity to receive the chamber rate if choosing "First Data" for interact payment needs. More information to follow.</p> <p>g) Dr. Albert's building has been purchased and apparently has an attractive exterior presentation plan.</p> <p>h) Shakespeare Festival will be presenting <i>Julius Caesar</i> and <i>Much Ado About Nothing</i>. They had applied for a "Celebrate Ontario grant although it is looking less and less like there has been any success.</p> <p>i) The grant would have assisted in advertising the event within the U.S.A and Quebec.</p> <p style="padding-left: 40px;">a. Dan Cook, the president of the Chamber of Commerce has volunteered to be a Soldier during in <i>Julius Caesar</i>. [note that auditioning for community production of Anne of Green gables is proceeding well ]</p> <p>j) Sandra Lawn feels that Prescott needs representation for the "Great Water Way" Ontario Tourism District. There is opening for two new directors and this is being pursued. Anyone interested is encouraged to submit their name before it is too late.</p>

12.	<p><b>ACTION PLAN REVIEW</b></p> <ul style="list-style-type: none"> <li>a.) Sandra Lawn had asked for volunteers to review the BIA Action Plan. Short, Medium and Long term plans.</li> <li>b.) Leanne Burton suggested the Town’s coordinator position might be able to help with this when that position is filled.</li> </ul>
13.	<p><b>INFORMATION ITEMS</b></p> <ul style="list-style-type: none"> <li>a.) Info from the Brockville/Thousand Islands Tourism. Sandra Lawn feels that we will need to work to balance out the current focus on the 1000 Islands and Rideau Lakes and gain more exposure for our downtown River Walk District.</li> <li>b.) Sandra feels that representation from the BIA should be making a visit to each business within the downtown core to update them on meetings and events and to get their feedback. Anyone interested in helping is to contact her in the coming week.</li> </ul>
14.	<p><b>NEW BUSINESS</b></p> <ul style="list-style-type: none"> <li>a.) Promotion of the Aquatic Adventures Camp will be held at the Independent on April 21, 2016 from 6pm to 8pm. It has been made possible by the Healthy Kids Community Grant. There is a free June program for ages 4 to 13. Supervision will be provided.</li> <li>b.) Sharon made a motion for the empty store front windows to be cleaned once a month again this summer. Seconded by Leanne Burton. Motion carried.</li> <li>c.) Sharon made a motion for the BIA to have a table at the Farmers &amp; Crafters Market for the BIA to promote events and for downtown businesses to promote and display.</li> </ul>
15.	<p>Meeting adjourned at 7:03pm <b>Next meeting will be held on May 4<sup>th</sup>, 2016 at 5:30 pm at the “Red George Pub” (regular meetings are held the first Wednesday of each month)</b></p>