



Minutes of Board of Management

Wednesday, November 2, 2016; 5:30 p.m. – 7:00 – Boomer’s

	Details/Action
1. Welcome and introductions	<p>The meeting began at 5:30 with Scott Hubbard, Rob Millar, Brett Todd, Dave Stevens, Donna White, Sherry Spring, Sharon Spychi and Chairperson Sandra Lawn. Volunteer Tracey Young, Laverne Johnston, Drew Headrick from St. Lawrence Printing and Councillor Mike Ostrander. Regrets Leanne Burton</p>
2. Review of Agenda	<p>The agenda was approved by consensus and there were no items of new business.</p>
3. Minutes of previous meeting October 5, 2016	<ul style="list-style-type: none"> a) Appointment of Sherry Spring as recording secretary was accepted by consensus b) Moved by Donna and seconded by Brett that the minutes of October 5th be approved as circulated. Motion carried. c) There was no business arising from the minutes recorded.
4. Financial Reports Sharon Spychi (Treasurer)	<ul style="list-style-type: none"> a) Financial Report – brief discussion. Sharon will be having another meeting with Acting Town Treasurer. b) Moved by Donna and seconded by Rob that the following invoices be paid: <p>Invoice # 82548-0511 - Living Here, Marshall Enterprises: Oct. 27, 2016 - \$231.65 ii) CKPP Invoice # 248802-1 - \$565.00 iii) CKPP Invoice #248802-2 - \$565.00 iv) Zombie Walk to Sherry - \$232 v) Stephan Tremblay – for window washing \$254.25 vi) St. Lawrence Printing Inv.#79135 \$226.00 vii) St. Lawrence Printing Inv.#79265 \$226.00 viii) CFJR Invoice #1031984-1 \$322.05 ix) CJPT Invoice #1031988-1 \$322.05</p> <p>Motion carried.</p>

<p>Chair's Report</p> <hr/>	<p>Report included:</p> <ul style="list-style-type: none"> a) Information on accessibility - https://www.ontario.ca/page/accessibility-rules-businesses-and-non-profits b) attendance at Council presentation on Business Retention and Expansion Project by Katie Nolan and possible action project by Donna Silversmith c) information in http://www.preservationnation.org/main-street/ and d) review of Aquatarium site (http://www.aquatarium.ca) and RiverQuest (http://1000islandsriverquest.com/?mc_cid=5c19deb273&mc_eid=6048fb406b) provides opportunity for updated references to Prescott and BIA
<p>5. Strategic Actions</p> <hr/>	<ul style="list-style-type: none"> 1. Sherry Spring reported on the success of the Zombie Walk 2. Sherry Spring presented the Draft of the 2017 budget. It was moved by Sherry and seconded by Sharon, that the draft budget as presented be approved in principal. Motion carried. 3. The discussion also included support for the Farmer's and Crafter's Market. This included some worthy suggestions from Laverne Johnston who has several years of experience. She is prepared to help and will be put in touch with the new Farmer's Market chair, (Brenda Steinburg) 4. There will be a Taste of Prescott debriefing on November 15th at 6 :00 at the Town Hall.
<p>6. Marketing</p> <hr/>	<ul style="list-style-type: none"> a) For December /Christmas Season <ul style="list-style-type: none"> I. Moved by Donna, seconded by Sherry that we purchase from CFJR and Bob FM as per the proposal from Cheryl Arcand — \$1188; motion carried II. Moved by Brett, seconded by Dave that we purchase a "combo" with Coast 107.5 – in the month of December. Motion carried. III. Moved by Brett and seconded by Sherry that we spend \$400 on the radio ads in the U.S. Motion carried. The chair was provided with the contact information and will expedite this. IV. suggestion from Joe Martell that we move into a Christmas campaign with the BIA ad space (in print and online) immediately after the Remembrance Day edition. He reported "new website is drawing fantastic numbers. Just as an example: - the 'Zombie walk' article we posted got 1,300 plus reads -The zombie walk ad was seen 41,326 times -The Pumpkin Parade ad we ran was seen 37,279

	<p><i>times"</i></p> <p>b) For 2017, the 1000 Islands Brockville 2017 Visitor Guide is recommended as a major lure piece – with 100,000 copies distributed in Ontario, U.S. and Québec, as well as an on-line version. Fort Wellington and Shakespeare recommend this publication. The South Grenville Chamber of Commerce 2017 Visitor Guide – ads range from \$165 to 970 (full back cover) Brett Todd preferred that only the Town advertise in these publications and that their ads include the BIA. There was some confusion as to who was to follow up with the CAO on this matter (the room was somewhat noisy).</p>
<p>6.1. Reports and ideas from the Town, Parks Canada, Shakespeare Festival, Farmer's and Crafter's Market, Chamber of Commerce, Bed & Breakfasts, and others</p> <hr/>	<ol style="list-style-type: none"> 1. The Council has received an update on the Prescott Business Retention and Expansion program on October 25th by Katie Nolan of OMAFRA (Ontario Ministry of Agriculture, Food and Rural Affairs) and Donna Silversmith of St. Lawrence College. 2. Loyalist Days is being planned for August 2017. 3. Tracey Young who manages our Facebook pages reported on activity there and asked everyone to share on their Facebook pages wherever possible.
<p>7. Information items</p> <hr/>	<ol style="list-style-type: none"> a) Miscellaneous items from prov. association OBIAA are being forwarded to the board for information b) Revitalizing Main Street: a practitioners guide to comprehensive commercial district revitalization is providing useful information. c) From Aquatarium web site: http://1000islandsriverquest.com/?mc_cid=5c19deb273&mc_eid=6048fb406b and other attachments are out of date for several Prescott items.
<p>12. New Business</p>	<p>There were no new business items.</p>
<p>13. Next meetings</p>	<p>Dec 7th in the Prescott Public Library in the Town Hall. The next regular meeting will be January 4, 2017.</p> <p>It was agreed that the AGM would be on January 25th 2017</p>
<p>14. Adjournment</p> <hr/>	<p>The meeting adjourned at 7:10.</p>