



Minutes of Board of Management

Wednesday, March 2, 2016; 5:30pm - Ruth Evanson Room at the Town Hall

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

Guests: Joe Martelle, Mike Hudson, Michaela McNeill, Carolyn Burpee, Katie Allard.

#	Item
1.	Meeting called to order at 5:30pm
2.	REVIEW OF AGENDA Approval of present agenda by consensus.
3.	MINUTES OF PREVIOUS MEETING a.) Scott Hubbard attended the previous meeting on February 3, 2016 but was missing from the attendance on minutes. Tammy Curry will correct and resend minutes to all members. *Motion was made by Sharon Spychi to approve the February 2, 2016 minutes with corrections made by Tammy Curry and recirculated. Seconded by Donna White. Motion carried. b.) Business arising from previous minutes: Donna White has been confirmed by Council as a member of the BIA Board of Management
4.	MINUTES OF 2015 AGM HELD JANUARY 12, 2016 Sandra Lawn e-mailed the minutes from the January 12, 2016 AGM. -motion was made by Leanne Burton to receive AGM minutes from January 12, 2016 as circulated. Seconded by Dave Stevens. Motion carried. These will be presented for approval at the next AGM.
5.	FINANCIAL REPORT FROM TREASURER -Sharon Spychi has no finance report as of yet. The Town is busy with 2015 year end. She will provide the financial report to the BIA as soon as it has been completed. -A cheque for 2015 invoice for \$226.00 to Stephane Tremblay has been issued and delivered. -Invoice for \$200.00 from 2015 for Farmers Market signage has not been issued as of yet. - A 2016 Invoice for \$400.00 is still owing to Stone Cottage Catering for AGM.
6.	MARKETING/PROMOTION - Shop the Walk campaign. Joe Recommends using the same language with the radio station as with other forms of advertising to help brand the BIA. -Ads via Prescott Journal/Morris Media Group for “ Shop the Walk” would run \$400.00 per

	<p>month. Approx. 4000 readers and 12000 to 14000 hits from social media audience.</p> <p>*Brett Tod made motion to accept the Shop the Walk proposal for \$400.00 per month with the details going back to the marketing committee for further discussion. Seconded by Dave Stevens. Motion Carried.</p> <p>-10,000 Rack Cards. With our budget in mind and with all graphic design included in the proposed estimate Brett Todd motioned to accept the proposed price of \$579.00 for 10,000, two sided rack cards. Tammy Curry seconded. Motion carried.</p> <p>10,000 Place Mats. Extra discussion is needed.</p> <p>½ Page in 10,000 Visitor’s Guides. Members agree that we need to keep with the “River Walk District” theme. With much discussion about our current advertising budget, Brett Todd motioned for the Town to take a Full Page advertisement with in the South Grenville Visitor’s Guide incorporating the proposed add presented by Sandra Lawn to fully advertise the downtown core. The Town will cover the cost of the ad if the BIA steps back from independently advertising with the South Grenville Visitor’s Guide. Sandra Lawn asked for a recorded vote.</p> <p>Leanne Burton – Yes Tammy Curry – Yes Sandra Lawn – No Scott Hubbard – Abstained Rob Millar – Yes Sharon Spychi – Yes Dave Stevens – Yes Brett Todd - Yes Donna White – Yes</p> <p>Motion was seconded by Dave Stevens. Motion carried.</p> <p>Midget AA Tournament TV Ad – Advertisement for a large audience at the Midget AA Tournament in March at the Leo Boivin Community Centre.</p> <p>*Sharon Spychi motioned that we advertise our River Walk District on the TV’s at the Leo Boivin Community Centre during the Midget AA Tournament at the cost of \$40.00. Seconded by Donna White. Motion carried.</p> <p>Ad in Shakespeare Program – Sharon motioned that we spend up to \$500.00 to advertise in the Shakespeare Program. Seconded by Scott Hubbard. Motion Carried.</p> <p>BIA Booth at Business Fair (June 10th and 11th) – It is \$80.00 to register for the business fair. Hours of fair are Friday 6pm to 9pm and Saturday 9am to 3pm. There was discussion about The BIA getting pull up banners for this event. Estimate will be needed before decision is made.</p> <p>*Sharon Spychi motioned tor BIA to take booth at business fair. Seconded by Donna White. Motion carried.</p>
	<p>COMMUNITIES IN BLOOM</p> <p>-Katie Allard expressed how pleased she would be if the BIA would collaborate with Communities in Bloom during the season of 2016.</p> <p>-Sandra handed out the 1000 Island Rideau Canal garden tour brochure. Sandra reminded us how important it is for us to collaborate with Communities in Bloom since garden tours are very popular with tourists. It will put us on the map.</p> <p>*Donna White motioned that the BIA should collaborate with Communities in Bloom. Seconded by Dave Stevens. Motion carried.</p>
8.	UPDATE ON WEBSITE AND FACEBOOK

	<p>-Sandra Lawn suggested that we apply for a grant for a summer intern to assist the BIA with administration, website and face book tasks. This grant would be through the Canada Jobs Program. CSE will have more information on this. It is 100% funded.</p> <p>*Brett Todd motioned that we take the necessary steps to apply for a summer intern grant. Seconded by Donna White. Motion Carried.</p> <p>Dave Stevens has offered to act as the lead on Website and Face book development for the BIA. He would be willing to work with the summer intern regarding the BIA website and face book.</p> <p>*Brett Todd motioned that Dave Stevens be the lead on website and face book development. Seconded by Rob Millar. Motion Carried.</p>
9.	<p>TASTE OF PRESCOTT</p> <p>-Discussion led by Leanne Burton.</p> <p>-Leanne Burton has proposed date of June 25, 2016.</p> <p>-Rob Millar , Donna White and Tammy Curry have also agreed to assist on this project.</p> <p>*Donna White motioned Leanne Burton to be chair on Taste of Prescott committee. Seconded by Rob Millar. Motion carried.</p>
10.	<p>RECRUITMENT OF NEW MEMBERS OF BOARD</p> <p>-Michaila O'Neill to be considered as board member (Employee of Shoppers Drug Mart). She will present a letter to Steve Potter. We will discuss further at next meeting.</p>
11.	<p>ACTION PLAN REVIEW</p> <p>-BIA handbook. Sandra will resend to all board members via E-mail. She will get a copy for Rob Millar.</p> <p>-Sandra Lawn suggested that we spend next meeting working on an action plan.</p> <p>-Brett Todd reminded us that we cannot afford a full time BIA Manager for 2016.</p> <p>-Brett Todd feels that we should focus on the BIA's credibility by focusing on completing a smaller agenda well instead of a large agenda to which we do not have enough manpower to complete successfully.</p>
12.	<p>REPORTS AND IDEAS FROM PARKS CANADA, SHAKESPEARE FESTIVAL, THE TOWN FARMER'S AND CRAFTER'S MARKET, BED AND BREAKFASTS AND OBSERVERS.</p> <p>*Brett Todd motioned to discontinue the Flea Market for the 2016 season. Seconded by Sharon Spychi. Motion carried.</p> <p>-Cruise and Shine has potential. It is easy to staff with the Forwarders Museum. Make sure that we are not holding event on the same nights as other events etc. Brett Todd suggested this could be a town project and had good potential.</p> <p>-Discuss having stores staying open later for certain events.</p> <p>-Decision to rotate meeting locations at restaurants in the downtown to make BIA more present within the downtown core.</p>
13.	<p>Meeting adjourned at 7:30pm</p>

Next meeting will be on Wednesday April 6, 2016 at 5:30pm at "Boomers" The first Wednesday in each month at 5:30 p.m. will be our regular meeting date and time.