



Minutes of Board of Management

Wednesday, June 1, 2016; 5:30 pm - 7:00pm at O'Heaphy's

Present: Sandra Lawn, Scott Hubbard, Michaela McNeill, Tammy Curry, Brett Todd, Donna White.

Guests: Joe Martelle, Mike Hudson, Dan Cook

Absent: Sharon spychi, Dave Stevens, Leanne Burton

#	Item
1.	Meeting called to order at 5:30pm
2.	REVIEW OF AGENDA Approval of present agenda by consensus.
3.	MINUTES OF PREVIOUS MEETING Motion by Michaela McNeill and seconded by Scott Hubbard. Motion passed.
4	FINANCIAL REPORT: TREASURER SHARON SPYCHI – Presented by Sandra Lawn a.) Taste of Prescott is on track. b.) Downtown beautification/flowers budget is slightly up for a larger impact. c.) Special promotions. Nothing decided on as of yet. Possibility of bringing movie night back to the fort. d.) Marketing on track.
5.	REPORT FROM CHAIR a.) Full list of all businesses are being updated by Sherri Spring from Fort Town Treasures including all vacant building. b.) Sandra would like to see collected data use to update website. c.) Trucking for a Cure: Motion by Tammy Curry that we partner with trucking for a cure to give support in anyway needed. Seconded by Michaela McNeill. Motion carried. Joe

	<p>Martelle would like to know 2-3 weeks prior to event. IDEAS: Inform Katie Allard and Set up a committee to arrange tasks and raise money.</p>
6.	<p>MARKETING/PROMOTION –TOTAL BUDGET \$11,000</p> <p>a.) Motion by Scott Hubbard for the BIA to proceed with 5000 4 panel rack cards at the cost of \$699.93 which can be ready in two weeks through Prescott Journal. Seconded by Donna White. Motion carried.</p> <p>*advice from Joe Martelle. The BIA to let the professionals at Prescott Journal to design the brochure to make the process much smoother and time efficient. However, Virginia Adams, cartographer and artistic designer is providing the art work for the project pro bono</p> <p>Motion by Scott Hubbard to place an ad in the Prescott Journal Visitor’s Guide for \$120.00. Seconded by Michaela McNeill. Motion carried.</p> <p>b.) BIA Facebook page – Brett Todd has amended motion to allow for face book ads to be boosted.</p> <p>c.) Motion by Tammy Curry that the BIA will advertise with the 1000 Islands/Brockville on-line for \$50.00 a month for a maximum of \$300.00 for the 2016 season. Seconded by Scott Hubbard. Motion carried.</p> <p>d.) Discussion of a BIA member to be included in the participation on the Great Waterway Tourism Talk. New directors are being chosen in September.</p> <p>e.) Discussion of making plans for the fall for downtown/River Walk District. All members to bring their ideas to the next meeting so planning can begin.</p>
	<p>DOWNTOWN BEAUTIFICATION</p> <p>a.) Town employees still putting up baskets. On-going until all light posts are up.</p>
8.	<p>TASTE OF PRESCOTT – REPORTED BY TAMMY CURY</p> <p>a.) Expenses are being paid as we go.</p> <p>b.) 12 vendors in total.</p> <p>c.) We have purchased our own linens with intentions of renting out in future.</p> <p>d.) Canadian Tire is donating patio lounge furniture.</p> <p>e.) Band booked “Happy Crap” Celtic Band.</p> <p>f.) Cardinal Flowers donating flowers for bouquet again this year.</p> <p>g.) Liquor license obtained.</p> <p>h.) Approved by Health Unit.</p> <p>i.) Letters sent out to Fire Department and OPP.</p> <p>j.) Campbell and Sons bringing portable toilets and hand washing station.</p> <p>k.) Secured tents from Have Tents Will Travel.</p> <p>l.) Advertising event though face book page, posters on store fronts, social media and painting on town clock.</p> <p>m.) Approved by consensus that the BIA weekly space in the Prescott Journal be used to advertise for the event two weeks prior to June 25th.</p> <p>n.) Volunteers from Prescott Journal and local scouts</p> <p>o.) Scribble artist and painter on site for the event along with a display pieces for sale.</p>

9.	<p>REPORTS AND IDEAS</p> <p>a.) TOWN - Prescott Proud was a great success. Full Schedule this summer for improvements to be implemented.</p> <ul style="list-style-type: none"> - \$50,000 Town budget to get families more active and present in downtown. - Banners are all present on light posts. - Harbor students will be patrolling the River Walk Park & Area. - Clock Tower is presently being completely rejuvenated. Plan is for it to be completed by July 1st. - Will not Affect the Taste of Prescott Festival. - Katie Allard is focusing on Aquatic Adventures Camp. <p>b.) CHAMBER OF COMMERCE – currently the “Key Initiatives Committee has decided that the secretary Hannah Taylor-Johnson who has website building skills will be offered the role of rebuilding the website.</p> <ul style="list-style-type: none"> - Looking at rebranding the Chamber of Commerce. They would like to have more focuses on businesses instead of tourism. - Meet and greet with MP Tony Clement (Conservative) on June 9, 2016 at 11am-12:30pm at Prescott Golf Course. (Member Engagement) - Golf Tournament. Numbers were the same as last year. Cheryl Arcand and Elaine Cote of Programing and Planning ran the event. Canadian Tire stepped up as the corporate sponsor. Silent Auction went well. Chamber member is to sit on golf committee for 2017. Gardens to represent Julius Caesar 2016 summer production.
10.	<p>ACTION PLAN REVIEW</p> <p>a.) To bring back with thoughts at next scheduled meeting.</p>
	<p>NEW BUSINESS</p> <p>a.) Motion by Sandra Lawn for the BIA to pay for the stain for Boomers store front. Motion was denied by remainder of board members present.</p> <p>b.) Donna White is providing a ticket for Kelly Bloomfield to go to Montreal to the Botanical Gardens to show our appreciation for all of her hard work with the downtown gardens. Motion by Brett Todd for the BIA to provide a ticket for Bonnie Stetham also. Seconded by Scott Hubbard. Motion carried.</p> <p>c.) Joe Martelle feels that we need to be more proactive with the local radio station. They were expected to provide some new pricing for us but were not at the meeting.</p>
13.	<p>INFORMATION ITEMS</p> <p>a.) Sandra Lawn has been sending out informational items via email. Example: Ontario BIA Association newsletter to help keep board informed.</p>
14.	<p>ADJOURNMENT</p> <p>Meeting adjourned at 7:35pm. Next meeting will be held on July 6, 2016 at 5:30pm at the Wok House.</p>