



Prescott BIA Board of Management

Minutes

June 4th, 2019 @ 5:30pm

Prescott Town Hall (Ruth Evanson Room)

360 Dibble St. W. Prescott Ontario

Present: Kevin Bunce, Karen Burman-Martin, Sherry Desnoyers, Dave Stevens, Pearl Visser, Donna White, Tracey Young, Mayor Brett Todd and Councillor Teresa Jansman

Absent: Lacey Casselman, Ben Quenneville

Staff: Dana Valentyne, Economic Development Officer, Matthew Armstrong, CAO/Treasurer

Guests: Joe Martelle, Sandra S. Lawn, Cheryl Snellman, Councillor Leanne Tuck Burton

1. Call to Order

The meeting was called to order by Kevin Bunce, Chair at 5:38

2. Approval of the agenda

Motion: Bunce, Visser - carried Stevens.

That the agenda for the BIA Board of Management Meeting of June 4th, 2019 accepted as presented.

3. Declarations of Interest

4. Minutes of Previous Meeting

That the minutes for the BIA Board of Management Meeting of June 4, 2019, be accepted as presented.

5. Agenda Items

5.1 BIA Coordinator

To partner with Chamber, Town and BIA.

Coordinator to have a central location in town

Position to be posted

Motion: Visser, Bunce - Carried

5.2 Work Plan in 2019 to 2022

- Budget close to BIA Levy 29,000

- Recommendation to leave at 29,000

Motion:

5.3 Signage

- Dana Valentyne, Economic Development Officer, stated that the signs would have to be redone at the cost of \$900 and \$600 x 2.

- Discussion was held on the phrasing of the highway 401 signage. From "Downtown Prescott RiverWalk District" to "Downtown Prescott RiverWalk"

Motion: Burman-Martin, Visser - carried

5.4 Tourist Pamphlets

- Pearl Visser, Vice Chair, stated that Town and BIA collaborate with pamphlets.

- To have rack cards instead of the pamphlet with scan codes on the cards

- End of the current patch of cards to do a reprint or be revised

- Dana Valentyne, Economic Development Officer, stated to get a quote for reprint
- Dave Stevens, discussion a pdf format
- Joe Martelle, Editor of The Journal, stated it would be easy to resize and the information for the pamphlets were in file at The Journal.

5.5 Marketing Sub-Committee

- Marketing subcommittee - Pearl Visser, Vice Chair and Kevin Bunce

Motion: Brett, Pearl - carried

5.6 Guest Joe Martell, Editor of The Journal - Zombie Walk

- This would be the 4th year of the Zombie Walk
- Needs new leadership - transfer event to BIA
- To set up a Sub Committee
- Budget of \$400 to \$500
- \$100.00 sponsorship from business
- To set up a subcommittee for Zombie Walk
- Dave Stevens, stated to combine Zombie Walk and the Harvest Food Truck Festival together.

Motion: Visser, Desnoyers - Carried

6. Financial Report

7. Staff

7.1 Matthew Armstrong, CAO/Treasurer

7.2 Dana Valentyne, Economic Development Officer

8. New Business

- New pictures to be taken downtown for advertising
- Banners for RiverWalk District. Two separate banners - Triangle shape.
- Flowers to be installed on the overpass.
- All correspondence is sent to Town Hall
- BIA pick up mail
- Feedback on the survey on parking
- The need for accessible parking
- Dewars Inn, Colonels Inn for associate members - a fee to be a member
- Benches downtown to be better maintained. Maintenance needed on garbage cans.

9.Adjournment

Next Meeting July 2nd, 2019 - Prescott Golf Club

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