



Prescott BIA Board of Management

Approved Minutes

November 19, 2019 @ 6:00pm

Prescott Town Hall, Ruth Evanson Room

360 Dibble St. W, Prescott, Ontario

1. Call to Order - 6:10pm

2. Approval of the Agenda – moved by Pearl, seconded by Ben. Carried.

3. Declarations of Interest – none.

4. Minutes of the Previous Meeting

4.1 November 1st, 2019 Meeting Minutes – moved by Karen, seconded by Pearl. Carried.

5. Agenda Items

5.1 Fort Town Night Run Presentation – Michel Larose was to make presentation but did not attend. Board will invite him to come back and Kevin will email rest of board,

5.2 TODS Sign Revisions - Dana advised that original proposal needed to be modified to get approval, but modified proposal was approved. Brett asked for clarification on location of signs. Brett proposed potential additional signage to support TODS signage. Discussion ensued.

5.3 Coordinator Position – Kevin advised that Deron has agreed to work for the BIA on contract until the end of December. Kevin advised that there will be a discussion with Chamber and Town about potential for creating a new position. Dana suggested that board members might be interested in being part of discussion. Ben, Karen and Pearl volunteered to attend this meeting.

5.4 Events Sub-Committee – Kevin suggested that a formal committee be created to organize events for the BIA. Board decided to review the need for committees in January 2020 once employee situation has been resolved.

5.5 Christmas Promotion (12 Days of Christmas) – Deron and Dana advised the board about their proposal for the Christmas Promotion. Deron requested a budget of \$6,000 for the whole promotion with the Town and the BIA to share the costs evenly. Brett suggested talking to Brockville DBIA about how they handle their loyalty currency. Tracey advised that the original amount budgeted for Christmas was \$1500. Motion: To approve \$3000 request to execute. Moved by Brett, seconded by Pearl. Carried.

5.6 BIA Office/Holiday Hub in Downtown Core – review potential locations – Detailed discussion has been deferred. Dana advised that Property Guys space may be an option to share with Chamber and BIA.

Deron advised that the Shakespeare Festival may also be interested in sharing space as well.

5.7 Secretary Position Appointment – Deferred until next board meeting.

6. Financial Report/Budget – Brett suggested that BIA gift new businesses with money for advertising. Dana suggested adding a mandatory tagline for the advertising to this gift stating that the money came from the BIA. Brett suggested to move the budget amended with an addition of \$2,000 for the new business advertising. Moved by Brett, seconded by Karen. Carried.

7. Staff – Nothing further to report.

8. New Business – Kevin advised that Dave Stevens has resigned. Resignation was acknowledged by the board. Ben advised that Red George will be location for Chamber Christmas Party on Dec 4 starting at 2pm. Brett advised that Ken Durand will be having his 25th anniversary event tomorrow at the Prescott Fire Hall.

9. Correspondence

9.1 OBIAA Membership & Annual Conference Update – Dana will forward OBIAA membership invoice to Tracey for approval and payment. Deron advised of a coming Eastern Ontario BIA Roundtable in Kemptville on December 6. Prescott will be invited.

9.2 OBIAA Digital Main Street Update – Dana advised that individual business owners can still apply for the \$2500 grant.

9.3 Prescott Fire & Rescue – Light Up the Night Parade – Nothing to report.

10. Adjournment at 7:40pm– Moved by Kevin, seconded by Pearl. Carried.