



Minutes of Prescott BIA Board of Management Meeting – March 8, 2018 7:00pm at Red George Public House

In Attendance: Sandra Lawn (Chair), Tracey Young (Treasurer), Leanne Burton, Pearl Visser, Scott Hubbard, Brett Todd and Deron Johnston (non-voting staff).

Absent: Sue Torrance, Dave Stevens, Bob Millar.

Regrets: Donna White, Laverne Johnston.

Guests: Ashley Davies, Tom Van Dusen.

1. The chair welcomed everyone and called the meeting to order
2. Meeting Agenda: Agenda approved by consensus. Meeting will be recorded for ease of minute taking – no objection.
3. Minutes of previous meeting: Approval of minutes of February 22 – moved by Pearl, seconded by Tracey. Carried.

4. Governance:

4a) Review of BIA Governance Session given by OBIAA Executive Director Kay Matthews (presentation attached as appendix) with discussion from other people's notes on her presentation as follows:

- SSL
 - this is our money
 - know your official plan and its position on downtown; current OP is very supportive of downtown; (B.Todd – amended OP soon coming back to Council)
 - total assessment is important (SSL had wrong figure – but discussion settled it out at \$13.6 million)

- BIA needs to report to entire Council from time to time
- From LB
 - “tourism a key word” – HEART stands for Heritage, Economy, the Arts, Rejuvenation and Tourism.
 - also collaboration
 - go back to basics
 - have lunches, invite lawyers etc.
 - web sites important, keep them fresh
 - leave your ego at the door.
 - In some BIA’s, the municipal clerk takes the minutes (and also helps with proper method of minute taking.)
 - strategic planning is really important
 - need to have our own procedural by-law and code of conduct
 - need to adhere to Town’s Procurement (purchasing) by-law
 - bullying of staff can be a problem
 - Rural Economic Development and Ontario Ministry of Agriculture, Food and Rural Affairs are supportive Ministry
 - If you want uniform hours – go to a mall
 - BIA is a “self-funded board”

4b) Procedural Bylaw -2018-1 : Leanne guided group through discussion including policies to address lack of quorum because some directors do not RSVP. Discussion: B. Todd objected to clause 5g because a meeting without a quorum has to follow the same procedure as the Town and not proceed.

It was moved by Leanne and seconded by Pearl that By-law 1.118 be given first and second reading. Discussion continued” B.Todd reported that “Kay brought up if we were having trouble getting a quorum, “then you have other organizational problems and are not inspiring people. “ Advice will be sought on whether we can continue with no quorum but making no decisions and turning into a working group.”

LB – “it is people who are not RSVPing and/or not showing up who are making it difficult.” General consensus that people need to report on whether or not they will be attending.

4 c) Code of conduct – draft will be available for review and discussion at next meeting in April.

4.d.) Board Vacancies: Discussion about who is currently on the Board: they are:

1. Leanne Burton
2. Laverne Johnston (until March 31, 2018)
3. Sandra Lawn
4. Bob Millar,
5. Scott Hubbard
6. Dave Stevens
7. Brett Todd,
8. Sue Torrance, (resigned as of March 14, 2018),
9. Pearl Visser
10. Donna White and
11. Tracey Young

We will continue to ask that everyone report on their intentions re attendance.

General consensus that nine was a good number of directors and we will encourage others to volunteer for committees so we can reach out more in that way.

4 e) Volunteers to fill three committees were requested. Tom (not willing to be chair), Brett, Sandra, Pearl volunteered for the Marketing committee. Donna and Joe Martelle were suggested as additional members.

Ashley Davies volunteered to be on the Economic Development/Grants/Physical Improvements committee; he is getting many inquiries re: trades etc.

4 f) Insurance coverage – Tracey confirmed that the Town of Prescott's insurance should cover board operations. Deron asked for clarification about whether events hosted by the BIA are also covered. Tracey confirmed that she is will be providing written verification of our status. B. Todd “Town has

\$15-20 million policy now; possibly a small policy is needed” [for the BIA]

5. Finance and Action Plan

5a) Financial Report: Provided by Tracey ~~Given~~ and moved by Tracey, seconded by Leanne that the report be accepted as presented. Carried.

5b) there were no invoices to be paid

5c) Tracey led the discussion on BIA Budget and Action plan based on four pillars 2018.

- Pearl suggested pursuing grant money to increase paid hours for Deron. S. Lawn explained that this must be new duties over and above Deron’s current work plans. Data collection is a lengthy project and to date there has only been 5 minutes here and there” to spend on it
- Brett was concerned about spending \$6,000 on tourism publications; he has had a problem with this for a long time. “it is not useful to spend in tourism publications; should spend these dollars in Town. We should only support our local radio station and the Prescott Journal. Pearl agreed, Sandra disagreed.
- Discussion ensued with suggestion of creating a fund (out of the \$6,000) to give new businesses money to advertise using local advertising sources. Brett suggested providing a subsidy for new businesses to get credits at the radio station and the Journal. We could extend this to all new businesses not just ones in.

5d) Concerns were expressed about money in the budget proposed for a website for the BIA. Discussion ensued mostly around the amount proposed being too high. Proposed solutions included having a competitive process to develop a website and to have the Marketing committee prepare a list of requirements for a website.

- Scott’s suggestion of providing a one page summary of actions of the board following each meeting was well received.

5d) Decision re Web site Update – unfortunately Donna had a problem at the greenhouse and was unable to attend. She had had a briefing on the Brockville BIA web site that seemed simple to update. We have received a proposal from Hendersons to refresh and renew the original website, almost finished, that we abandoned in the spring of 2016. Discussion included:

- Kay Matthews said several times that we need a web site Leanne
- B. Todd - We voted this down at least twice already. (note minutes of November 1, 2017 show that Donna and Tracey's motion to proceed was defeated and a new motion was brought from the floor "The board direct the coordinator Deron Johnston to work with the Town staff to figure out how best to meet the online needs of the BIA and to begin to coordinate the refreshing of the content of the webpage that is set aside for the BIA on the Town website. The coordinator was asked to report back by the end of December on the progress that is being made." Moved by Brett Todd and seconded by Dave Stevens. Motion was unanimously carried.)
- The current approach is not as useful as needed and Deron and Jackie had been unable to set up a meeting on the web site
- Pearl spoke of her \$2000 web site from Cole Solutions; she was concerned that running the web site would take up most of Deron's Time
- Updated web site would include interactive map
- Tracey suggested that with the consensus being that we need a web site that we seek three quotes
- Leanne moved that we get three quotes. Brett Todd recommended that we set the parameters for what we require, who is our target audience
- B. Todd questioned why we even need a web site; "you can do a lot on facebook" we are non-profit not a business, these ideas are outdated; google does this already
- S. Lawn suggested that we need a web site of high quality, one with an interactive map linked to a business recruitment strategy
- Pearl moved that we call for proposals and ask for presentations from bidders and then withdrew her motion. Perhaps the marketing committee could come up with a proposal
- It was generally agreed that we come up with three proposals for a BIA website

5 e) the issue of business recruitment was not discussed at this point but later Brett made the point that he believed this should be rolled into something else as the optics were not good.

5 f) under the Physical Improvements part of the budget/action plan;

- re question of status of OMAFRA funds (\$39,620) over three years, Brett said that Council is looking at topping up the CIP and decision will come before Council on April 12th. He was unsure how much was in the CIP “fund” currently,
- re question of status of signage and grant money, B.Todd wasn't sure where the money was – it may be in the BIA reserve, doesn't know if the sign has been paid for and will have to have Matthew check it out. (He also reported that Deron was working with Katie who was taking on Jackie's role in setting up the River Walk) money has to be sourced somewhere; could still be in the BIA reserve – he also believed that the Board had previously supported just two signs. He will defer to Matthew; also Hughena Brennan was involved
- S. Lawn made the point that good signage development requires expertise and Brett assured the group that MD Signs does excellent work.
- re: question of planting baskets – Pearl was assured this had been ordered before Christmas.

Motion: To approve \$250 budget for Children's Easter Promotion. Moved by Brett, seconded by Tracey and carried. Pearl will be the lead and be assisted by Deron and others.

Report From Coordinator: Given by Deron. The Prescott Launch application to EODP was 90% complete. This is a high priority. Code of conduct example was almost completed;

The Chamber of Commerce is busy planning their 125th anniversary.

There were no reports from Katie re Recreation and Tourism. Brett reported on the Downtown ferry project – it would be coming back to council on March 12th. He also reported that the Council would certainly accept the BIA's offer to assist.

7. The board wanted to thank Laverne Johnston (and her husband Doug) for her service to the board and contribution to the BIA and wish them well in the future. We have received Sue Torrance's resignation but need to also wish her well with her growing enterprise.

8. Marketing had been discussed earlier

9. The Fort Town Night Run is May 4,5 was noted as being an important local event.

There is interest from the board in trying to support the Prescott Farmers' and Crafters' Market. It was noted that they appear to need support to market

themselves and attract more vendors. At their last meeting- their AGM about 15 people were in attendance. Scott made the point that other produce vendors at the north end selling corn, berries etc. As they were on private property there was little that could be done. There was overall strong support for the Farmer's Market and we will do what we can to help.

Brett also expressed his view that the liquor store needs improving and that the St. Lawrence Corridor Economic Development Commission was getting off to a good start.

Joe Martelle will make a submission on the Zombie Walk in the near future.

Tracey reminded us that Kay encourages us to come to meetings and have fun!!

11. Next Meeting: Thursday, April 5 at 6:00pm at the Red George Pub.

12. Adjournment: Motion adjourned at 9:30pm