



Minutes of Prescott BIA Board of Management Meeting – May 1, 2018 6:00pm at Red George Public House

1. Welcome: The chair welcomed everyone and confirmed that there was a quorum.

Attendance: Sandra Lawn (Chair), Donna White (Vice Chair), Tracey Young (Treasurer), Karen Martin, Bob Millar, Leanne Burton, Pearl Visser

Co-ordinator: Deron Johnston (non-voting)

Regrets: Brett Todd, Scott Hubbard, (Regular observers Ashley Davies and Mike Ostrander had also sent regrets.)

Absent: Dave Stevens

Guests: Joe Martelle, Kevin Bunce (Furniture Past, at 132 King Street West.)

2. Meeting Agenda: Agenda was approved by consensus. Meeting will be taped for ease of minute taking. There were no objections.

3. Minutes of previous meetings:

a) Minutes of April 5th and April 18th, 2018 – moved by Leanne, seconded by Pearl that the minutes of April 5th and April 18th be approved. Motion carried.

b) Business arising from minutes was the notification of the window cleaners – Tracey will look after this.

[Note: These minutes were subsequently sent to the Clerk and Leanne confirmed that the Council members were most appreciative of the minutes and had several good questions.]

4. Governance

a) **Position of Recording Secretary:** Currently in the by-law 1.2018 it is stated

under Section VI d.

“The Recording Secretary shall:

1. keep and maintain, or cause to be kept and maintained, the following documents and registers:
 - a. minutes of all Board meetings
 - b. copy of the Town of Prescott By-laws governing the BIA
2. keep, or cause to be kept all books, records, correspondence and documents of the BIA
3. provide all minutes and other records or cause these records to be provided to the town of Prescott auditor if requested”

As this topic was not urgent it will be put forward and Deron Johnston was appointed as Recording Secretary for this meeting.

b) Code of Conduct - Deron stated that he had yet to receive any input from the board on possible changes from his initial draft but several had read it and found it covered all the basics and was what we needed.

Moved by Leanne and seconded by Pearl that the circulated Code of Conduct be given first and second reading and be brought forward for third reading at our next regular meeting. Motion carried.

This proposed By-Law 2.2018 was a consolidation of Carleton Place and Perth's BIA's Code of Conduct and Deron felt it could be tweaked before given third reading.

c) Report from the Executive:

- i) Town of Prescott Council has approved the 2018 BIA budget at the last Council meeting.
- ii) Council approved that Karen Martin from TD Bank be added to the BIA Board of Management.
- iii) Downtown tourist map is being updated and more copies would need to be printed to reflect more current information. Motion: Leanne moved to have St. Lawrence Printing re-print the new tourist map once information was updated. Seconded by Pearl. Carried.
- iv) the Executive worked further on the approved budget and also had a brief meeting with Matthew Armstrong, Treasurer on April 30, 2018, in preparation for this meeting.

d) Reports from directors and special guests:

i) Guest Kevin Bunce told the board about his new business, “Furniture Past” that will be opening next door to A Craft Boutique. He hoped to open within the next couple of weeks and will in the beginning, have to keep irregular hours. His shop is currently too small to include other vendors but he did agree with Donna that this was something to aim for in the future.

ii) Leanne updated the Board on the status of the Splash Pad Project. This is an important initiative and although it is not within the BIA boundary it is a great indicator of our community’s being a child and family friendly place. The Harbour playship is also a similar indicator. Leanne thanked Donna of Green Things for her support of the recent fundraiser on floral containers attended by over 40 people. Donna is also pondering something for the fall as well as the Christmas season. Heartland Farm Mutual has donated \$2500. Town has \$100,000 in reserve and several grant applications are in process.

Donna suggested that all of the summer season programming should be on our website as well as the Town’s. [Note - See <http://www.prescott.ca/en/play-here/resources/2018-Prescott-Play-Guide.pdf>. The Official Name is “Summer Play Guide.”]

iii) The retirement of Pierre Mercier, the CAO for the Town of Prescott was noted. The Board thanked Pierre for his past service to the Town of Prescott and wished him well.

iv) Deron is to be working on Committee mandates. But there just hasn’t been time.

5. a) Finance

- a) Moved by Tracey and seconded by Rob that the Financial Report dated April 30, 2018 be received and accepted. Carried.
- b) The ad for the St. Lawrence Printing Visitor Guide already approved, will be \$495.

b) Action Plans

Physical Improvements Action Plan: The board reviewed the “background Report on Physical Improvements” discussed with Matthew on April 30th in preparation for tonight’s meeting. There was a lively and productive discussion on:

- There will be a public meeting on the CIP (**Community Improvement Program**) on May 3rd. The current CIP plan is

focused on the downtown and there is hope that the new one will be even more helpful. It is *very* important that as many BIA members as possible attend as we have no knowledge about what might be proposed. Tracey stressed the importance of being present. This is not a public forum. [note – Deron, Tracey, Leanne and Sandra were in attendance along with John Harding and the Council]

- Various options with respect to signage were given a thorough airing:
 - i. The Farmer’s Market sign is considered too small and not what we expected from the RED estimate of \$2200.
 - ii. There was discussion of the clutter of signs and fact that letters fall off some of the freestanding signs on Edward Street [Note: we do have a sign By-law 2-85 and it appears to cover all matters and complaints discussed and will be brought to the attention of the appropriate officials through Matthew.]
 - iii. There was strong consensus that the one current BIA gateway sign *must* be removed from its current ineffective and confusing location and redone. Many ideas and approaches were discussed – including:
 1. move the current BIA sign away from present wrong location (strong consensus here)
 2. place it on the north slope of the overpass near where those two empty posts are now sitting. (Cost was a concern but the BIA is aware of Town capability)
 3. this sign is just ridiculous but on an attractive pedestal that could be dressed with plantings once the sign was removed
 4. repainting the current sign so “historic downtown” or other expression re “downtown” is on top [note the TODS Signs say “Historic Downtown Prescott”]
 5. that BIA pay to have this done
 6. move the original Prescott sign of stone and metal streetscape close to the intersection
 7. place it so you can read it
 8. lighted and moving signs were discussed – but can be a

problem re: traffic (and do not conform to current sign by-law)

9. National Trust has some easy to read guidelines about all matters concerning rejuvenation. These will be distributed as we move along. [Note Town also has comprehensive Guidelines]

Moved by Leanne and seconded by Pearl that if possible the current and older original stone and steel sign be moved to where the current BIA sign is and the current BIA Sign or its replacement be moved and costs be investigated.
Carried.

It was well understood that this project needed to be discussed with the Town and a collaborative approach be sought. [note: TD Graham will be advising on signage policy as part of our marketing for new investment in the downtown and this will be most helpful.]

There is a Sign By-law 2-85 that speaks to redundant signs – they should all be removed and by-law enforcement officer be involved (in a kindly way!! – but this was also a strong matter of contention). It is believed that the Town is ready to work with us on this matter. They have some talented folks in this area as well.

iv) **Street Furnishings** – locally designed by Jamie McFarlane, a local qualified industrial designer. They were also manufactured locally. We have eight each of litter containers, benches with plant container and bike racks.

- a) the design theme of the street furnishings was a reflection of the industrial roots of the Town and old market building. This also included the Bike stands – and it was decided that a decal be placed on top of each stand to clearly identify it as a bike stand (Donna has a great picture that would work well. [A year or so ago, Metal Graphics provided an estimate for 8 or 20 such decals and it was reasonable])
- b) Jamie has recommended the type of stain for the wooden parts and this has already been made available to Matthew.
- c) it was also hoped that the wooden slats of the litter containers be replaced with the appropriate wood composite or resin material (Matthew had already mentioned this)

- d) the interior container inside the litter containers needs to be replaced with a tidier approach e.g. properly sized Rubbermaid container or other product.)

It was moved by Leanne and seconded by Pearl that the wood on the litter containers be replaced by more appropriate material and that the BIA work with the Town to accomplish this. Carried.

e) Cornices and other beat-up wood and metal surfaces

The group reviewed the collection of photos that illustrated the urgent need. It was agreed that the Board direct Deron to speak to the Town about possibility of painting Downtown buildings that are privately owned. [note: later this idea began to evolve into a comprehensive approach with an advisory group etc.] some recalled the “13 Ways to Kill Your Community included “don’t paint!” Should we get quotes from painters? Town may have list. We also have info on “Revival Team.” This could be improved upon but it did have considerable success as did the Main Street Canada project in 1985 that:

- created 28 business starts
- achieved \$2,148,599 invested in public area improvements and
- \$627,000 invested in renovations

“We cannot continue to tolerate this in our downtown.” [The working group will pull together a report for presentation to the CAO prior to the presentation to the Committee of the Whole on June 18, 2018]

f) Accessibility (must be addressed before 2019):

Current research: Nathon Rennick as a student was involved with StopGap which has become very popular in places like Pembroke. We had rec’d a reply back from this popular group. Ramps have to be moveable. And there may be wood workers in our area who could create these as well.

Board directed Deron to investigate costs and options for ramps for Downtown storefronts to increase Downtown accessibility.

e) **Economic Development – and Business Recruitment Project:**

- Discussion included: don't let waiting for permission to apply for a grant hold us back
- The Town has access to \$40,000 that must be spent on the downtown
- If we have the dollars in our budget we should proceed
- Need to be working closely with the Town.

Moved by Pearl and seconded by Leanne that the BIA proceed with the Business Recruitment Strategy proposal from T.D. Graham & Associates. Seconded by Leanne. Carried.

Moved by Pearl that the BIA make a presentation to Council on plans for the Business Recruitment Program. Seconded by Leanne. Carried. Leanne will approach Matthew as to the best timing for this. Leanne suggested that the Chair and Co-ordinator make a presentation to Council on what we can do together. [Note that with Matthew now, is CAO and this may change our exact approach. And we will seek Matthew's advice.] [Note Leanne has now consulted with the Clerk and June 18th has been set aside as date for the Chair and Coordinator to make a well-prepared and comprehensive presentation to Council.]

6. Report From Coordinator:

Deron provided the following action items and updates:

Prescott Launch Proposal – Deron asked the board to consider supporting the Launch Program as it will take some time to get approvals and commitments from the Town and Grenville Community Futures Development Corporation. Deron was concerned that the program may not happen if there isn't enough time to pull it together. Deron gave everyone a copy of the Kemptville Pop Up Shop Evaluation Report that he recently received and asked them to review it. Executive director would be willing to come and speak about what Old Town Kemptville has done.

12 Days of Shakespeare – Deron asked the board to approve and financially support the promotion. It won't be just retail but will include professional offices, banks and the health and wellness sector and will only be in the Downtown. He is working with James Richardson at the Shakespeare Festival

After some good discussion it was moved by Leanne and seconded by Karen that the BIA commit \$1,000 for the Twelve Days of Shakespeare promotion including \$400 for advertising for the promotion. Carried.

7. Communications: information items are communicated from time to time.

8. Marketing Board directed Deron to follow up with Coast FM about their Mother's Day Moved by Leanne moved that the BIA place an ad in the St Lawrence Printing Visitor Guide. Seconded by Pearl. Carried.

9. Reports and ideas

a) **Zombie Walk** Joe gave a report on the latest progress on the Zombie Walk:

- He has met with Katie Nolan of OMAFRA
- There will be music this year and story telling
- The Zombie Car will be out earlier – Donna offered a spot at her Garden Centre
- Rack cards will be printed
- Late in May there will be Zombie T-shirts
- Would like \$500 from the BIA
- This event is a benefit to the Downtown and Economic Development
- Didn't need any answers tonight
- Kevin Bunce is part of a band (record keeper didn't quite catch the name – but folks seem to know it!) He and Joe will talk
- Food Bank is their charity (Donna told us about the “pink porta- potty fun project in Brockville raising money for Palliative Care)
- Moved by Pearl and seconded by Karen that the BIA sponsor the Zombie Walk for \$500. Motion Carried.

b) **Chamber of Commerce 125th** anniversary was a great success. Deron was on their committee

c) **Fort Town Run:** coming up – on May 5th – Committee has really worked hard and we are all encouraged to turn out and support them. There was discussion about what was happening re: decorating the route although the runners really have their heads down. Because it was an “historic route” each location will

have a sign, a balloon and an LED light. BIA is a sponsor.

d) **Farmer's Market:** Deron reported on the Farmer's Market meeting – organizing for 3 days per week –

- they have concerns about outside vendors who might not be growing their own produce
- Brockville is sold out and has 48 on the waiting list (could we approach these folks?) Marketing the market is a challenge
- Una Rhodes is chair of the Farmer's and Crafter's Market
- Low fee at \$50; it is thought that Brockville charges \$500
- Katie Nolan of OMAFRA might help us
- We had top quality canvas covers but perhaps they weren't taken care of well enough – this had been Beth Morris' original idea
- The BIA wants to help in any appropriate way possible;
- Leanne, Sandra and Deron and others? agreed to meet to discuss Farmers' Market and meet with the Town.

Next Meeting: June 5 – 6:00 pm - at the Red George Pub.

Adjournment: Adjournment was declared at 8:45pm