



Wednesday, July 6, 2016; 5:30 p.m. – 7:00 at The Wok House

	Details/Action
1. Welcome and introductions	The meeting began at 5:30 with Scott Hubbard, Leanne Burton, Michaela McNeil, Sharon Spychi, Sandra Lawn present and Donna White connected by telephone. Katie Allard, the Town's recreation and tourism coordinator was a welcome observer. Regrets received from Tammy Curry, Dave Stevens and Brett Todd. Rob Millar was unable to attend.
2. Review of Agenda	The agenda was approved by consensus and there were no items of new business. Michaela agreed to keep the notes for the minutes.
3. Minutes of previous meeting June 8, 2016 and b) business arising from Minutes	<p>a) It was moved by Scott and seconded by Michaela that the minutes of June 8, 2016 be approved as amended. Motion carried.</p> <p>b) Business arising included request to pay invoice for Stain for Boomer's – was still declined and invoice passed to Sandra to find a way to cover this cost of \$107.25.</p>
4. Financial Report: Treasurer Sharon Spychi	<p>a) Sharon distributed a copy of the Town's General ledger as it pertained to the BIA for the fiscal year 2016 and dated to July 31, 2016 as well as the Financial "Statement of Operations" for January 2015 to December 2015 as it pertained to the BIA.</p> <p>b) There are some questions remaining, including:</p> <ul style="list-style-type: none"> EODP grant money which showed as an actual received of \$14,300.33 on October 7, 2015 report but didn't appear on the 2015 fiscal year statement. (With the arrival of the new Acting Treasurer, this will be

	<p>discussed with him)</p> <ul style="list-style-type: none"> • The receipt of a RED cheque for approximately \$9000 received recently will have to be addressed in the 2016 fiscal year • The petty cash item on Taste of Prescott Ledger will need to be cancelled • The hanging basket charge from Green Things will need to be clarified as some of this cost may be for the Town's own baskets, not in the BIA • Taste of Prescott ads in the Prescott Journal are to be under marketing for the BIA and not to be considered expense of Taste of Prescott. <p>c) Motions</p> <ol style="list-style-type: none"> i. Moved by Sharon, seconded by Leanne that the invoice for Stefan Trembay for window washing be approved. Carried ii. Moved by Sharon seconded by Leanne. That the invoice for \$226 to St. Lawrence Printing be approved. Carried iii. Moved by Sharon, seconded by Scott that the invoice for \$272.56 from Taste of Prescott event be approved. Carried iv. Moved by Sharon and seconded by Michaela that the invoice for membership in the Ontario BIA Association for \$235.04 be approved. Carried v. Moved by Sharon seconded by Michaela (?) that we received the Treasurer's report. Carried <p>d) The Treasurer also noted that she has prepared a form that shall be signed by her and used to accompany all invoices submitted for payment.</p>
<p>5. Report from Chair</p> <hr/>	<p>a) Data has been collected by key volunteers including Sherry Spring and Rolande Thériault; including info on questionnaires, vacant locations and updated business list.</p> <p>The next steps will be to update our databases with this key information and then incorporate this knowledge into future events and strategies. Someone will need</p>

	<p>to be hired unless a volunteer steps forward right away to undertake this task and other key initiatives that our volunteers do not have time to do. [The Chair remembered too late that an action item was required and any decision on posting a position will have to be deferred until the next meeting]</p> <p>b) The BIA had a presence at Business Fair at a table shared with the Town. Thanks to Tammy and Leanne for setting it up and thanks to Mike Ostrander for taking it down. It was interesting to note that on the 40 entries to our draw for a pass to the Taste of Prescott were 37.5% from 925 area; 35% from Cardinal area and 22.5% other</p> <p>c) Tourism anecdotes included visits by a large group from Ottawa staying at Dewar's Inn and a similar large group from Toronto – very excited about the fort, Waterfront etc.</p> <p>d) The chair also drew the group's attention to two key numbers on our Ontario BIA application: the commercial assessment in the BIA is over \$13 million and the number of jobs is over 300.</p>
<p>6. Taste of Prescott – Leanne Burton</p> <hr/>	<p>a) Leanne reported on the success of the event</p> <p>b) The committee will be holding a debriefing session soon and bring forward their recommendations for 2017 Certificates/letters for participants may also be discussed. Sandra has provided Leanne with the many photos taken.</p>
<p>7. Marketing/promotion – total budget \$11,000</p> <hr/>	<p>a) Prescott Journal monthly program/St. Lawrence Printing – approximately \$5000 is committed to end of fiscal year.</p> <p>b) Coast 107.9 was to present ideas and costs; 8 businesses organized on their own – others might be interested in this too. Drew Headrick will be attending our August meeting, perhaps with a new proposal.</p> <p>d) On-line opportunities – Brockville tourism complete – see http://brockvilletourism.com. Our ad about finding adventure in Prescott</p>

	<p>takes you directly to the Prescott.ca/BIA page. We are hoping our brochure can be featured there to add some colour and excitement.</p> <p>e) Katie Allard has connected with the Great Waterway where Tourism Talk currently includes the Prescott Golf Club and our Sunday concerts – It is anticipated that she will be providing updated input here. The Colonel's Inn is also featured – see https://colonelsinn.com . Another important link is http://thegreatwaterway.com/activities-await/#!/page_id=130656fd8f1a3e7af</p> <p>e) Thousand Islands International Tourism Council: Katie Allard will be doing update for Int'l 1000 Islands Prescott page - see http://www.visit1000islands.com</p>
<p>8. Communities In Bloom</p> <hr/>	<p>a) Great progress being made. Katie is c-chair and she brought the board up to date.</p> <p>b) Gardening Tourism – a great deal of skilled volunteer work as well as Phil burton from the town, has gone into the Shakespeare Gardens fine-tuning. See http://leedsgrenville.com/en/visit/thingstodo/Garden-Trail.asp</p>
<p>9. Reports and ideas from Parks Canada, Shakespeare Festival, the Town, Farmer's and Crafter's Market, Chamber of Commerce, Bed & Breakfasts, other</p> <hr/>	<p>a) Town: no one is interested in taking on the Cruise & Shine. There is no news on BR&E project.</p> <p>b) Katie reported on the arrival of the provincial Communities In Bloom judges July 15 -17 and on the “refreshing” that has been going on and her work to strengthen ties with Fort Wellington.</p> <p>c) There will be a grand opening of the RiverWalk Park on August 6 from 3:00 to 7:00 [now postponed to September 3]</p> <p>d) Katie reported on a possible outdoor movie night</p>

	<p>e) Chamber of Commerce: no report as Dan is attending rehearsals for his role in <i>Julius Caesar</i></p> <p>f) Parks Canada/Fort Wellington; May and June numbers were provided by Juan Sanchez:</p> <ul style="list-style-type: none"> • MAY visitation number have increased this year from 515 (2015) to 855 (2016). • JUNE visitation numbers are about the same this year from 1088 (2015) to 1090 (2016) • Canada Day visitation this year was higher than last but we will see what July's final numbers will be. <p>g) Farmer's & Crafter's Market: Kevin Hutt is away and there was no report</p>
<p>10. Action Plan for next six months and beyond</p>	<p>A small committee will be established to work out a draft action plan based on to-night's discussion. An important point made was that we should not take on events where we can simply be support to other groups. Mike Hudson has already volunteered to help. Anyone else interested is asked to contact the chair of the BIA directly before July 23rd.</p>
<p>11. Information items</p>	<p>a) Info from Brockville/Thousand Islands Tourism b) Miscellaneous emails from prov. association c) 1000 Islands Tourism Council</p>
<p>12. New Business</p>	<p>There was no new business</p>
<p>13. Next meetings</p>	<p>a) August 3 at 5:30 PM on the patio of the Red George and - Sept 7 – October 5, Nov 2, Dec 7</p>
<p>14. Adjournment</p>	<p>Leanne moved that the meeting adjourn at 7:00</p>