



Minutes of Board of Management

Wednesday, September 7, 2016; 5:30 p.m. – 7:10 – The Red George

	Details/Action
<p>1. Present: Board members: Rob Millar, Leanne Burton, Brett Todd, Donna White, Michaela O’Neil, Scott Hubbard, Sandra Lawn, and Dave Stevens; observers and guests: Shawn Connors and Chris McCorkell of the Prescott Rotary Club, Drew Headrick of Coast 109.7 FM, Dan Throop, President of South Grenville Chamber of Commerce, Mike Hudson of the Colonel’s Inn and Joe Martelle of Prescott Journal. Regrets from Tammy Curry and Sharon Spychi</p>	<p>Chair Sandra Lawn opened the meeting and welcomed attendees at 5:30 p.m. This was followed by self-introductions.</p>
<p>2. Review of Agenda</p>	<p>The agenda was approved by consensus with one item of new business being Tammy Currie’s resignation. Micaela O’Neil agreed to take the notes for the minutes of this meeting.</p>
<p>3. Minutes of previous meeting August 3, 2016 and b) business arising</p>	<p>a) Moved by Scott Hubbard and seconded by Dave Stevens that the Minutes of August 3, 2016 be approved as read. Motion carried b) There was no business arising from the minutes</p>

<p>from Minutes</p> <hr/>	
<p>4. Financial Report:</p> <hr/>	<p>a) In the absence of Treasurer Sharon Spychi, Sandra Lawn reviewed the financial statements that had been sent from Acting Treasurer Matthew Armstrong. The highlights dated August 31, 2016 included a Revenue of \$43,942 and expenditures to date of \$16,459. Year to Date Actual Surplus of \$27,483; and a balance in the Reserve Fund, Dec 31, 2015 of \$22,303. These statements revealed that there were adequate funds on hand to proceed with the work of BIA. It was moved by Scott Hubbard, seconded by Dave Stevens that the financial reports be accepted as submitted. Motion carried. Reports are attached as Addendum A to these minutes.</p> <p>b) It was moved by Brett Todd and seconded by Donna White that the following invoices be paid:</p> <ul style="list-style-type: none"> o Stephane Tremblay for cleaning empty storefront windows - \$254.25 – dated August 28, 2016 o St. Lawrence Printing - \$226.00 – rec'd August 9 o St. Lawrence Printing - \$226.00 – rec'd August 15 o Sherry Spring expenses for Corn Boil (\$95.87 and Paint the Town Pink (\$10.00) <p>Motion Carried</p>
<p>5. Chair's Report</p> <hr/>	<ol style="list-style-type: none"> 1. The Chair commented briefly on the importance of the Master Plan that was attached to the agenda. 2. The chair requested that Board members think about new names for the Board given the upcoming resignation of Tammy Curry. Volunteers for a nominating Committee were asked to come forward right away.
<p>6. Action items</p> <hr/>	<ol style="list-style-type: none"> 1. Re: Rotary Lighthouse 2017 project: Chris McCorkell and Shawn Connors of the Prescott Rotary Club were introduced and confirmed the willingness of the Rotary Club to partner with the BIA on this project. 2. It was moved by Donna White and seconded by Brett Todd: <p>That whereas the interior of the Prescott Rotary Lighthouse is in need of refurbishment and safety improvements and whereas the Prescott Rotary Club has agreed to partner with the Prescott BIA and others and whereas the Prescott BIA has agreed to prepare an application for the Refurbishment of the Rotary Lighthouse as an iconic point of interest in the BIA and RiverWalk District</p>

That the BIA prepare an application to the Ontario150 Partnership Program and other granting bodies where applicable, for the refurbishment of the Rotary Lighthouse, the establishment of displays commemorating the Upper St. Lawrence River and the role of the Canadian Coast Guard in the protection of the River and in Prescott, the sailors and others with close ties to the River, the involvement of youth in research, providing art and help with displays, safety precautions and other compatible improvements. Motion carried.

3. Discussion on advertising for part time support to the BIA was opened by Brett Todd who felt the BIA was not in the position to afford this for it would “burn through” \$20-30,000 and the timing was not right. The discussion that followed included “volunteers are doing a great job,” and from the chair, concern that there were many crucial tasks that needed to be completed if we were to be a well functioning BIA and implement our Strategic Action Plan. On a recorded vote it was moved by Scott Hubbard and Seconded by Donna White that we advertise/post for the recruitment of a part-time contract position for the final three months of 2016: Motion was lost with those in favour: Scott Hubbard and Sandra Lawn; opposed Rob Millar, Leanne Burton, Brett Todd, Donna White, Michaela O’Neil, and Dave Stevens.

4. Sherry Spring reported on the August “Corn Boil” –and the September “Paint the Town Pink.” {The BIA received a certificate of appreciation from the Breast Cancer Society} Both events had been very successful with wonderful participation and enjoyment by many people. The board warmly thanked Sherry for her hard work.

5. Discussion of possibilities for October and other times included a “Zombie Walk, “ “Speak Easy” and “Witches Night Out”

6. Strategic Action Plan: It was moved by Dave Stevens, seconded by Leanne Burton that the draft Strategic Action Plan be accepted in principle. Motion Carried. This document will be used in preparation of the 2017 budget; it is attached as Addendum B to these minutes.

7. Marketing/promotion – total budget \$11,000

- a) Prescott Journal monthly program/St. Lawrence Printing – committed to total of \$5000 to “Shop the Walk” campaign.
- b) Brockville tourism complete – see <http://brockvilletourism.com>
- c) The Great Waterway e.g. Tourism Talk e.g. Prescott Golf Club, Sunday concerts – see http://thegreatwaterway.com/activities-await/#!page_id=130656fd8f1a3e7af

d) Thousand Islands International Tourism Council: no cost. Update for Int'l 1000 Islands Prescott page - see <http://www.visit1000islands.com>

e) Volunteers and others have carried out distribution of new Brochure/Map to date – 1 ½ boxes are left.

f) It was moved by Donna White, seconded by Brett Todd, that the following Marketing Plan be purchased and the radio stations and the Prescott Journal be consistent with each other:

1. from Coast FM – during the Tall Ships and Thanksgiving, \$1000 to include:

a) Tall Ships:

Web Site Banner (My Prescott [Now.com](http://www.now.com)) 2 weeks @ \$35.00 per week = \$70.00 plus HST Banner would start September 14th and run until the 28th.

Radio Commercials 6 per day for 7 days @ \$10.00 per commercial = \$430.00 (and extra commercial would run on the first day) commercials to start Thursday September 15th until the 22nd.

Total Cost of Tall Ships Campaign = \$500.00 plus HST

b) Thanksgiving:

Web Site Banner (My Prescott [Now.com](http://www.now.com)) 2 weeks @ \$35.00 per week = \$70.00 plus HST Banner would continue from the Tall Ships Campaign and run until the October 14th.

Radio Commercials 5 per day for 8 days @ \$10.00 per commercial = \$430.00 commercials to start Monday October 3rd and run until the 11th with 3 running on the last day

Total cost of Thanksgiving Campaign = \$500 plus HST

2. from JRFM and Bob FM \$1140 for 60 ads plus equal number of ads for free as bonus

Wed, Thurs, Fri, Sat, Mon
a) 7 7 7 4 5 = 30 ads on each of JRFM and BOBFM

b) around Tall Ships in September and Thanksgiving in October

c) messages to be coordinated with radio and Prescott

	<p style="text-align: center;">Journal messages</p> <p>3. 1/3 page in <i>Living Here</i> at \$245 Motion Carried</p>
<p>8. Communities In Bloom</p> <hr/>	<p>a) Awards, update, comments about flowering baskets in BIA and throughout town: Katie Allard to attend ceremonies in Stratford. The BIA downtown baskets and other baskets throughout the Town, created by Donna White and Green Things were singled out for special admiration.</p> <p>b) Gardening Tourism – see http://leedsgrenville.com/en/visit/thingstodo/Garden-Trail.asp</p>
<p>9. Reports and ideas from the Town, Parks Canada, Shakespeare Festival, Farmer's and Crafter's Market, Chamber of Commerce, Bed & Breakfasts, other</p> <hr/>	<ol style="list-style-type: none"> 1. Town: Museum attendance etc. (report as follows from Katie Allard distributed after the BIA meeting: The Forwarders' Museum had <u>1188 visitors</u> between May 21 – August 28... Loyalist Days is scheduled for August 17-20, 2017. An Open House is scheduled to take place next Tuesday, September 13 in the Ruth Evanson Community Room, 6:30-7:30. They hope to recruit volunteers for the planning committee through this event. Anyone who is interested in volunteering but unable to make this date may email Katie at kallard@prescott.ca.) 2. BR&E project, choosing of staff is underway. 3. Chamber of Commerce: Dan Cook reported that next Chamber meeting will be September 21st at O' Reilly's, the Augusta Business Centre will be new location and September 27th 5:00 to 7:00 p.m. is open house. 4. Parks Canada/Fort Wellington: season is still ongoing so final numbers yet to be tallied. Good interest in collaboration on tourism related matters. 5. Farmer's & Crafter's Market: anecdotal report on how the vendors enjoy being part of the Market. 6. Bed & Breakfasts: Colonel's Inn reported on a better than expected season; booked all weekends in September. 7. Shakespeare final figures not yet compiled; wonderful season overall; Fundraiser at the Colonel's Inn – October 15th
<p>10. Information items</p> <hr/>	<p>a) Miscellaneous messages from prov. association OBIAA b) Presentation by Rob Hunter, economic development officer for South Dundas on Retail Recruitment. This was presented to the recent Canadian BIA conference and distributed to BIA. Attached as Addendum C</p>

<p>12. New Business</p>	<p>a) Moved by Leanne, seconded by Rob Millar that Tammy Curry's letter of resignation as secretary and member of the BIA Board of Management be received with deep regret. Motion Carried. Tammy will be sent a tangible expression of our appreciation for her great work.</p> <p>b) The chair asked for volunteers to come forward to help complete the essential work of the BIA above and beyond the work that Sherry is doing to organize special events.</p>
<p>13. Next meetings</p>	<p>October 5 – Katerina's, Nov 2, Dec 7 – locations TBD</p>
<p>14. Adjournment</p>	<p>The meeting adjourned at 7:10 p.m.</p>