



## PRESCOTT BIA BOARD OF MANAGEMENT

### Minutes

September 12<sup>th</sup>, 2023 | 5:30 p.m.

Council Chambers, Prescott Town Hall, and via Zoom

#### Attendance:

**Board:** Councilor Tracey Young, Natalie Sobhie, Nicole Hudson, Jeanne Fox-Dibble, Charity Moran, Terry Ghaney.

**Staff:** Dana Valentyne, Justin St. Pierre.

1. Call to Order

*Blinda Campbell was unable to attend this evening's meeting. Vice-Chair Natalie Sobhie called the meeting to order at 5:30 PM*

2. Approval of the Agenda

*Moved by Tracey Young, seconded by Nicole Hudson, that the agenda be accepted as presented.*

**CARRIED.**

3. Declarations of Interest - None

4. Delegations/Presentations - None

5. Minutes of the Previous Meeting:

*Moved by Charity Moran, seconded by Terry Ghaney that the minutes dated August 8<sup>th</sup>, 2023 be accepted as presented.*

**CARRIED.**

6. Financial Report

*Treasurer Nicole Hudson presented the Board's financial position as at August 31<sup>st</sup>, 2023.*

***Moved by Tracey Young, seconded by Terry Ghaney that the Financial Report be accepted as presented.***

**CARRIED.**

## **7. Committee Reports**

### *a. Marketing and Promotions Committee and Placemaking Committee*

#### *i. Halloween Planning*

*Justin presented on a number of Halloween ideas including a themed decorating contest, Downtown Halloween Markets, Haunting in*

*Downtown Prescott events, and a potential Pumpkin Roll event.*

*Following a Board discussion, staff will move forward with planning for these events, with funds allocated to the prize fund for the Decorating*

*Contest.*

***Moved by Tracey Young, seconded by Nicole Hudson that the Board allocate \$250 from the Marketing budget towards the Business Halloween Decorating Contest prize pool.***

**CARRIED.**

#### *ii. Small Business Week*

*Justin presented on discussions concerning Small Business Week 2023*

*and the potential for a series of partner events during the week. The Board*

*discussed a number of ideas including a BIA Small Business Crawl and*

*Lunch-and-Learn-style events. Planning will continue at the Committee level.*

#### *iii. Downtown Streetscaping*

*The Placemaking Committee had discussed the idea of Downtown*

*Streetscaping at their previous meeting. The Board held a discussion on*

*the topic and was enthusiastic about pursuing next steps. Staff will provide a more formal report at the next meeting.*

## **8. Chair's Report**

*Chair's Report section deferred to the October meeting.*

## **9. Staff Updates**

### *a. BIA Coordinator Update*

*Justin provided updates on some activities since the last meeting.*

#### *i. RiverWalk Thursdays*

*RiverWalk Thursdays concluded on August 31<sup>st</sup>. Justin discussed some observations, including the increased foot traffic in the Downtown on event nights. The most successful evenings involved activations at specific stores.*

#### *ii. Great Waterfront Trail Adventure Rest Stop 2023*

*The GWTA stopped in Prescott on August 12<sup>th</sup> for their first rest stop of the day. The stop was held at the Prescott Pop-Ups. Katarina's Coffee Shop and Outpost Café, two Ontario By Bike Bike-Friendly Businesses, provided complimentary snacks and drinks for the visitors. At the conclusion of the ride, the GWTA participants voted Prescott their favourite Rest Stop of the tour.*

#### *iii. Stanley Cup in Prescott Review*

*Ben Hutton and the Stanley Cup visited Prescott on August 25<sup>th</sup> at the Pavilion, adjacent to the Pop-Ups and Marina. Over 2000 people visited the site during the event. Prescott Restaurants were invited to participate by creating Stanley Cup specials, which were promoted during the event.*

#### *iv. Strategic Planning Update*

*Justin discussed the ongoing Strategic Planning process, and suggested the Board reconvene the Strategic Planning committee in the coming weeks.*

b. *Staff Updates*

i. *Prescott Farmers' and Crafters' Market Update*

*Justin provided an update on the 2023 Farmers' and Crafters' Market season. The Market has grown in size this summer with close to 35 total vendors, averaging 14 per week. Traffic has also increased. Council has approved the Promenade extension to Thanksgiving Weekend, meaning the Market will stay there through the remainder of the season.*

ii. *Prescott Pop-Ups Update*

*The Prescott Pop-Ups summer season concluded on Labour Day weekend with an end of summer celebration featuring live music all day on the Sunday. Vendors reported strong sales throughout the season. The Pop-Ups will be staying open until Thanksgiving weekend with the Food Trucks and two seasonal vendors staying in place.*

iii. *Alaine Chartrand Community Centre/Seymour Recreation Complex Grand Opening*

*The new Arena and Recreation Complex held its grand opening on Labour Day weekend as well, with a Ribbon Cutting and public event on Saturday, September 2<sup>nd</sup>.*

iv. *Invest Prescott Newsletter*

*The inaugural edition of the Town of Prescott's Economic Development Newsletter was circulated to over 800 subscribers in early September, with Downtown Prescott businesses River Home & Co. and Tim's Fish and Chips featured in the issue. The newsletter will go out monthly moving forward and will highlight important economic development and tourism information.*

v. *Downtown Business & Development Update*

*Dana provided an update on recent business and development news.*

**10. Committee Roundtable**

a. *New Business from Members*

i. *Potential Halloween Event*

*Charity raised the idea of a movie night at the Amphitheatre in association with St. Lawrence Shakespeare Festival. Justin will reach out to SLSF to discuss.*

*ii. Marketing at the ACCC*

*Tracey asked about marketing for tourism and local businesses at the ACCC. Dana discussed the coming installations, including the tourism materials and the installation of an iPad kiosk with visitor information.*

*b. Upcoming Committee Meetings*

- i. Marketing and Promotions Committee – September 19<sup>th</sup>, 2023*
- ii. Placemaking Committee – September 26<sup>th</sup>, 2023*

**11. Adjournment:**

***Moved by Tracey Young, seconded by Charity Moran that the meeting be adjourned to October 10<sup>th</sup>, 2023.***

**CARRIED.**