



PRESCOTT BIA BOARD OF MANAGEMENT

AGENDA

August 12th, 2025 | 5:30 p.m.

Council Chambers, 360 Dibble Street West (2nd Floor), Prescott, ON

1. Call to Order

2. Approval of the Agenda

Recommendation: *"That the agenda be accepted as presented"*

3. Declarations of Interest

4. Delegations/Presentations

5. Minutes of the Previous Meeting

Recommendation: *"That the minutes dated May 13th, 2025, be accepted as presented."*

6. Financial Report

Recommendation: *"That the Financial Report be accepted as presented."*

7. Chair Updates

8. Committee Updates

9. Staff Updates

a. Staff Updates

i. BIA Coordinator Updates

1. Items Approved via Email

a. Summer Loyalty Program

b. St. Lawrence Shakespeare Festival Ad

c. Fireworks Sponsorship

d. King Street Promenade Expenditure

What is a BIA?

A Business Improvement Area (BIA) is an association of commercial property owners and tenants within a defined area who work in partnership with the Municipality to create thriving and safe business areas that attract shoppers, diners, tourists, and new businesses. By working collectively as a BIA, local businesses have the resource capacity (funds and people) to actively enhance the quality of life in their local neighbourhood and the Municipality as a whole.

Recommendation: “That the BIA Board of Management approve those decisions made via email since the last meeting.”

2. Governance Update

3. Summer Events Updates

a. Downtown Rewards

b. King Street Promenade

4. Explore Prescott Downtown TikTok Series

ii. Downtown Business & Development Update

1. Downtown Beautification Update

2. Branding Strategy Update

3. Business Milestones & Upcoming Events

10. Agenda Items

a. Fall/Seasonal Working Group Planning Session
For Information

b. New Member Recruitment
For Information

11. Committee Roundtable

a. New Business from Members

b. Upcoming Committee Meetings

12. Adjournment

Recommendation: “That the meeting be adjourned to September 9th, 2025 at 5:30 p.m.”

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