



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

January 12 2021 | 6:00 p.m.

Remote meeting

Present: Tracey Young, Kevin Bunce, Teresa Jansman, Pearl Visser, Dana Valentyne, Matthew Armstrong, Brett Todd, Karen Martin

Regrets: Ben Quenneville

1. **Call to Order**: Kevin called meeting to order at 6:03 PM
2. **Approval of the Agenda**: Motioned by Karen, seconded by Tracey. Carried
3. **Declarations of Interest** None
4. **Delegations/Presentations** None
5. **Minutes of the Previous Meeting**: Motioned by Pearl, seconded by Tracey. Carried
6. **Agenda Items:**
 - 6.1 **Elections for Executive positions** : Pearl made motion we keep all board members in their current Executive positions for one more year. Seconded by Karen. Carried. Matthew to bring to Council
 - 6.2 **2021 Planning:**
 - Co-ordinator position** – agreed we want position; town is looking at options to staff museum and provide a downtown presence. BIA can possibly hire on a pay-by-pay basis, depending on projects and needs,
 - Beautification** – discussed many projects; turning old benches into planters, advocating the town to do a downtown streetscaping study, discussed flower baskets and how we can improve on them, review options to get businesses involved, window boxes, discussed options for storefront lights, painting fire hydrants, clock tower lighting, discussed possibility of hiring artists from time to time to play live music on a Friday evening, Saturday afternoon. Discussed the possibility of painting the traffic light posts black (currently silver)

Events – Difficult to plan amongst a pandemic as not sure what parameters will be. Over the next couple of meetings will look at promo's we can do – does not have to be large event, couple hours on a Friday night or Saturday afternoon. BIA to discuss and consider extending the boundaries of our BIA or look at accepting associate memberships.

6.3 In Camera Session: Karen made motion to move into in camera session. Seconded by Tracey. Carried. Motion that came out of in camera session: The Bia Board of Directors directed the Chair Kevin Bunce to offer positions on the BIA Board to Blinda Campbell and Jeanne Dibbell subject to approval of council. Motioned by Karen, seconded by Pearl. Carried. Pearl motioned to go back in session. Seconded by Karen. Carried

7. **Financial Report:** \$3699 left in budget for year. Total contributed to furnishings \$18,106. Tracey made motion we pay 2021 OBIA membership application of \$264.80 seconded by Pearl Carried.
Tracey made motion to accept 2020 financial report as of Dec 30. Seconded by Karen. Carried.
8. **Staff:** Digital mainstreet, progressing, making headway with businesses, and introducing them to broader aspects of the program that are available in addition to the grant. Developing webinars to assist businesses in implementing specific tools and marketing strategies. Looking at creating an online resource library for businesses. Grant comes to an end February 28.
9. **New Business:** None
10. **Adjournment:** 7:13 PM Karen made motion to adjourn. Seconded by Tracey. Carried