



Downtown Prescott BIA Board of Management

February 11, 2026

5:30 pm

Virtual Meeting

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 a thriving and safe business areas that attract shoppers, 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.

Pages

1. Call to Order

2. Approval of the Agenda

That the agenda be accepted as presented.

3. Declarations of Interest

4. Delegations/Presentations

5. Minutes of the Previous Meeting

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Recommendation: That the minutes dated January 21, 2026 be approved as presented.

That the minutes dated January 21, 2026 be approved as presented.

6. Financial Report

7

Recommendation: That the BIA Board of Management approve the 2026 Financial Report to be presented to the BIA Membership at the Annual General Meeting.

7. Chair's Report

8. Committee Reports

8.1 AGM & Budget Working Group

9. Staff Updates

9.1 Coordinator Updates

9.2 Staff Updates

1. Downtown Business & Development Update

10. Agenda Items

10.1 2026 BIA Annual General Meeting

Recommendation: That the BIA Board of Management set the Annual General Meeting for Tuesday, March 31st, 2026 at 5:30 pm at Prescott Town Hall.

10.2 2026 BIA Budget

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Recommendation: That the BIA Board of Management approve the proposed 2026 BIA Budget to be ratified by the BIA membership at the 2026 Annual General Meeting

10.3 Pre-AGM Downtown Brainstorming

10.4 Meeting Schedule

11. Committee Roundtable

12. Adjournment

That the meeting be adjourned to xx, xxx, 20xx.



**DOWNTOWN PRESCOTT BIA BOARD OF MANAGEMENT
MINUTES**

**January 21, 2026
5:30 pm
Council Chambers
360 Dibble St. W.
Prescott, Ontario**

Present Tracey Young, Nicole Hudson, Terry Ghaney, Ashton Mayes,
Jeanne Fox Dibble, Ray Young

Staff Dana Valentyne, Manager of Economic Development and
Tourism, Justin St. Pierre

1. Call to Order

Vice-Chair Tracey Young called the meeting to order at 5:32 pm.

2. Approval of the Agenda

Moved By Jeanne Fox Dibble
Seconded By Ashton Mayes

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 Terry Ghaney
Seconded By Ray Young

That the minutes dated September 9th, 2025, be accepted as presented.

Carried

6. Financial Report

Justin presented the Board's provisional year-end budget for 2025. The final reconciled year-end financial statement will be presented at the February Board meeting.

Moved By Jeanne Fox Dibble
Seconded By Terry Ghaney

That the Financial Report be accepted as presented.

Carried

7. Chair's Report

Vice-Chair Young provided an update on a variety of recent activities.

8. Staff Updates

8.1 Coordinator Updates

1. Downtown Holiday Promotions Review

Justin provided an overview of BIA promotions over the Holiday season, including the Dining, Gift, and Celebration guide & the Holiday in Downtown Prescott suggestive marketing. It was noted that when individual businesses share the promotions they are mentioned in, it increases the reach of the products for everyone, and encouraged businesses and Board members to do so.

8.2 Staff Updates

1. Branding Strategy Update

Dana provided an update on the Town Branding Strategy, noting the BIA's involvement. New marketing materials will be produced and members will see the new branding across social media soon.

2. Downtown Beautification Update

1. "A Brush with Prescott" Mural & Business Directory

Justin discussed the installation of "A Brush with Prescott", the BIA's new downtown mural, and the associated new directional signage and downtown business directory. He noted the partnerships involved, including local artist Marnie Froats (Studio Marnie), photographer and BIA Board member Ashton Mayes (AMayesZing Photography), and Uptown Business District business MD Graphics. Introduced alongside the mural was a new Downtown Public Art page on the BIA website.

3. Downtown Business Updates, Events, & Celebrations

Dana highlighted downtown business anniversaries and openings, as well as upcoming events that businesses may be interested in. As well, she provided a year in review of business activity in the Downtown.

4. CIP Update

Dana provided the Board with an overview of the CIP program's impact since inception, as well as some sample recent projects.

9. Agenda Items

9.1 2026 Budget

The Board discussed different potential strategies for the 2026 Budget, including reallocation between categories. It was decided that a special

AGM & Budget working group would meet and present back to the Board at the February meeting.

Moved By Ashton Mayes
Seconded By Ray Young

That an AGM & Budget Special Working Group be established for AGM planning and to draft the 2026 Budget, and that Tracey Young, Ray Young, Ashton Mayes, and Jeanne Fox-Dibble be appointed to the group.

Carried

9.2 2026 Sponsorships

Moved By Jeanne Fox Dibble
Seconded By Ashton Mayes

That the Board approve \$250 to sponsor the Prescott Figure Skating Club Ice Show and \$250 to sponsor the Leo Boivin Showcase.

Carried

9.3 ROD Program Application

Moved By Ray Young
Seconded By Jeanne Fox Dibble

That the Board allocate up to \$40,000 from General Reserves to support the Town of Prescott's Rural Ontario Development Program application, pending Town allocation and application approval.

Carried

9.4 Meeting Calendar 2026

The Board discussed the 2026 Meeting Schedule, in light of the difficulty getting quorum. It was decided that, given the success of the Board meeting at Katarina's in September that the Board would continue to try to rotate meetings amongst Downtown Restaurant, and that the next be hosted on February 11th at 5:30 pm at the Wok House.

9.5 International Women's Day 2026

The Board discussed opportunities to collaborate with the 2026 IWD event hosted by LG Small Business.

Moved By Ray Young
Seconded By Jeanne Fox Dibble

That the Board allocate \$200 for the purchase of two tickets to the 2026 International Women's Day event hosted by LG Small Business, and that the Marketing Special Working Group meet to decide the parameters for the contest to award the business owner ticket.

Carried

9.6 2026 OBIAA Conference

Moved By Ray Young
Seconded By Terry Ghaney

That the Board of Management allocate \$2500 for costs associated with the BIA Coordinator attending the 2026 OBIAA Conference in April.

Carried

10. Committee Roundtable

No discussion.

11. Closed Session

Moved By Terry Ghaney
Seconded By Jeanne Fox Dibble

THAT the Board of Management move into Closed Session at 7:07 p.m. to discuss matters pertaining Board Recruitment under Section 239(2)(b) under the Municipal Act - personal matters about an identifiable individual; AND that the Manager of Economic Development and Tourism, and the BIA Coordinator remain in the room.

Carried

12. Rise & Report

Vice-Chair Tracey Young reported that direction had been provided to staff concerning Board recruitment.

13. Adjournment

Moved By Ray Young

Seconded By Jeanne Fox Dibble

That the meeting be adjourned to Wednesday, February 11th at 5:30 pm at the Wok House.

Carried

Prescott BIA Income Statement 2025 - Draft

Item	2025 Budget	2025 Actual	Notes
Revenue			
BIA Levy	29,000	31,312	
Associate Membership Fees	1,200	1,175	Prescott Pop-Ups Seasonal Vendors
Total Revenue	30,200	32,487	
Expenses			
Administration			
Co-ordinator Expense	10,000	10,000	Transfer for Coordinator's Wages
Subtotal	10,000	10,000	
Marketing and Promotion			
Sponsorships	3,000	3,754	LBSC, PFSC Ice Show, Ribfest, Night Run, Porchfest, Trolley, Fireworks, Canine Watersports, Parade
Events	4,000	2,300	Small Business Week; AGM, Halloween
Promotions	2,000	963	I Love Local; RiverWalk Rewards, Xmas
Marketing/Advertising	1,200	715	SG Chamber Guide Ad/Visitor Guide, SLSF Ad
Subtotal	10,200	7,732	
Physical Improvements			
Streetscaping Fund Transfer	3,000	-	
Public Art	2,000	-	
Other Beautification	5,000	5,000	King Street Promenade
Subtotal	10,000	5,000	
Subtotal	30,200	22,732	
Total Operating Expenses	30,200	22,732	
Surplus / (Deficit)	-	9,755	Remaining Allocation 2025

General Reserves	
Balance at January 1, 2025	30,652
2025 Surplus	9,755
Balance at December 31, 2025	40,407

Streetscape Reserve	
Balance at January 1, 2025	18,000
Add: Transfer from 2025 Budget	-
Balance at December 31, 2025	18,000
Remaining Balance	18,000

Prescott BIA Proposed Budget - 2026

	Item	2026 Budget	Notes
Revenue			
	BIA Levy	31,312	Based on 2025 Levy
	Associate Membership Fees	1,200	Pop-Ups Seasonal Vendors
Total Revenue		32,512	
Expenses			
Administration			
	Coordinator Expense	10,000	
	OBIAA Conference	2,500	
Subtotal		12,500	
Marketing and Promotion			
	Sponsorships	3,250	
	Events	4,000	
	Promotions	2,000	
	Marketing/Advertising	1,200	
Subtotal		10,450	
Physical Improvements			
	Streetscaping Fund Transfer	2,562	
	Public Art	2,000	
	King Street Promenade	5,000	
Subtotal		9,562	
Subtotal		32,512	
Total Operating Expenses		32,512	
Surplus / (Deficit)		-	

General Reserves	
Balance at December 31, 2025	30,652
Transfer to Reserves from 2025	9,755
Balance at December 31, 2026	40,407

Streetscape Reserve	
Balance at January 1, 2025	18,000
Add: Transfer from 2025 Budget	-
Balance at December 31, 2025	18,000
Remaining Balance	18,000