



## PRESCOTT BIA BOARD OF MANAGEMENT

### Minutes

December 14<sup>th</sup>, 2021 | 6:00 p.m.

Remote meeting

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#### Attendance:

**Board:** Tracey Young, Dawn Tutecky-McDougall, Kevin Bunce, Brett Todd, Pearl Visser, Nicole Hudson.

**Staff:** Matthew Armstrong, Dava Valentyne, Justin St. Pierre, Elizabeth Lawless

1. Call to Order

*BIA Chair Kevin Bunce called the meeting to order at 6:02 PM*

2. Approval of the Agenda

*Moved by Pearl Visser, seconded by Tracey Young 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 Dawn Tutecky-McDougall, seconded by Tracey Young, that the minutes dated November 9th, 2021 be accepted as presented.*

**CARRIED.**

6. Committee Reports

*No Committee Reports were submitted.*

7. Staff Updates

a. Digital Main Street Update

*Elizabeth Lawless, Digital Main Street Coordinator, delivered an update on Digital Transformation Grant and Fall South Grenville DMS Webinar Series Final Results, introduced the Winter Webinar Series, and shared marketing results.*

b. BIA Coordinator Update

*Justin St. Pierre, Business Development Officer, provided final results on the Holiday Market, and updates on Holiday #ShopLocal programs including the Passport and discounted dollars program.*

c. Staff Update

*Dana Valentyne, Economic Development Officer, provided an update on the Coordinator position.*

8. Agenda Items

a. *Additional Lighting Fixtures*

*The Board discussed the possibility of allocating remaining funds to purchase additional lighting for the RiverWalk District. A decision was deferred to the January 2022 meeting for further discussion.*

9. Financial Report

*Tracey Young, BIA Treasurer, provided an update on the Prescott BIA budget for 2021.*

***Moved by Tracey Young, seconded by Dawn Tutecky-McDougall that the Financial Report be accepted as presented.***

**CARRIED.**

10. Committee Roundtable – New Business/Discussion

- *Kevin Bunce discussed potential Family Day weekend activities to help promote the BIA and support Town activities. The Promotions and Events Committees will meet to discuss ideas and report back in January.*

11. Adjournment:

***Moved by Pearl Visser, seconded by Tracey Young that the meeting be adjourned to January 11<sup>th</sup>, 2022.***

**CARRIED.**