



**DOWNTOWN PRESCOTT BIA BOARD OF MANAGEMENT
MINUTES**

**September 16, 2025
5:30 pm
Katarina's Coffee Shop**

Present Tracey Young, Nicole Hudson, Cindy Casselman, Ashton Mayes,
Jeanne Fox Dibble, Ray Young

Staff Dana Valentyne, Justin St. Pierre

1. Call to Order

Vice-Chair Tracey Young called the meeting to order at 5:45 pm

2. Approval of the Agenda

Moved By Cindy Casselman

Seconded By Ray Young

That the agenda be accepted as presented.

Carried

3. Declarations of Interest

4. Delegations/Presentations

5. Minutes of the Previous Meeting

Moved By Nicole Hudson

Seconded By Ashton Mayes

That the minutes dated xx,xxx, 20xx, be accepted as presented.

Carried

6. Financial Report

Justin presented the Board's Financial Position as at August 31st, 2025.

Moved By Ray Young

Seconded By Jeanne Fox Dibble

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

Carried

7. Chair's Report

Vice-Chair Tracey Young spoke to recent events and upcoming activities. She also encouraged BIA members to actively share Social Media posts from the BIA and Explore Prescott, and promote activities through their networks.

8. Working Group Updates

8.1 Working Group - August 19th

Justin spoke to the Working Group's meeting of August 19th. Plans were discussed for Downtown activations and their connection to the Halloween Town event at the Prescott Pop-Ups. The Group discussed a date, tentatively setting October 25th pending decisions on the Pumpkin Parade.

The Group also discussed Small Business Week and the potential of a separate, Downtown Small Business Week event in 2025.

Moved By Jeanne Fox Dibble

Seconded By Ashton Mayes

Recommendation: *"That the BIA Board of Management allocate \$1000 to Halloween Activities, and direct the Working Group to finalize plans for Downtown Activations associated with Halloweentown 2025, scheduled for October 25th, 2025."*

9. Staff Updates

9.1 Staff Updates

1. Downtown Rewards Wrap-up

Justin discussed the Downtown Rewards program, and noted that a number of completed cards were returned to the Museum & Visitor Centre for Prescott Dollars.

2. New Member Recruitment Update

Justin advised the Board of recent recruitment efforts. The Board discussed By-Law requirements. It was decided that the Working Group would discuss potential ideas for new member recruitment, and Staff would proceed with efforts in person and on Social Media.

3. Downtown CIP Updates

Dana outlined the current impact of the CIP Program in the Downtown and discussed recent funded projects.

4. Downtown Beautification Update

Dana discussed Downtown Beautification, noting that the street patios are to be removed by Thanksgiving Weekend, repaving to be completed on the north half of the Clock Tower lot, and the Mural Installation at the Clock Tower is planned.

5. Business Milestones & Upcoming Events

Dana noted a number of Anniversaries Downtown, as well as the Grand Opening at RiverWalk Foot Care.

10. Agenda Items

10.1 Strategic Planning

Staff discussed the possible means through which the Board could complete an updated Strategic Plan, and the potential costs associated with each.

Moved By Ashton Mayes

Seconded By Nicole Hudson

Recommendation: *“That the BIA Board of Management approve the initiation of a strategic planning process, form a Strategic Planning Steering Group, and direct staff to prepare options and cost estimates and to report back to the Board for approval at the November meeting.”*

Carried

11. Committee Roundtable

11.1 New Business from Members

11.2 Upcoming Working Group Meetings

Following discussion, the Working Group meeting is set for September 23rd at 5 pm at the Prescott Museum & Visitor Centre.

12. Adjournment

Moved By Nicole Hudson

Seconded By Ray Young

Recommendation: "That the meeting be adjourned to October 13th, 2025 at 5:30 pm at Wok House Restaurant"

Carried