



PRESCOTT BIA BOARD OF MANAGEMENT

AGENDA

May 14th, 2024 | 5:30 p.m.

Council Chamber, 360 Dibble Street West (2nd Floor), Prescott, ON (Board and Staff)

Public Access via Fort Town TV -

<https://www.youtube.com/channel/UCligB93IqnjmXN8mQ7XOENA>

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 April 9th, 2024, be accepted as presented."*

6. Financial Report

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

7. Chair Updates

8. Staff Updates

a. Staff Updates

- i. Prescott Pop-Ups and Farmers' & Crafters' Market*
- ii. StopGap Ramps*
- iii. Downtown Business & Development Update*

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.

9. Agenda Items

a. Downtown Public Art Project

Recommendation: *“That the Downtown Prescott BIA allocate funds to the public mural project, to be completed at the Prescott Pop-Ups and installed at the former King Street Shoppers entrance.”*

b. RiverWalk Thursdays/Summer Activities

Recommendation: *“That the Downtown Prescott BIA allocate \$1,500 towards entertainment for the RiverWalk Thursdays evening shopping event.”*

c. Firefighters’ Games – Advertising Opportunity

Recommendation: *“That the Downtown Prescott BIA allocate funds towards an ad in the Eastern Ontario Firefighters’ Games program.”*

d. Committees Discussion

10. Committee Roundtable

a. New Business from Members

11. Adjournment

Recommendation: *“That the meeting be adjourned to June 11th, 2024 at 5:30 pm.”*

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PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

April 9th, 2024 | 5:30 p.m.

Council Chambers, Prescott Town Hall, 360 Dibble Street West

Attendance:

Board: Councilor Tracey Young, Councilor Ruth Lockett, Natalie Sobhie, Belinda Ballentine, Holly Patenaude, Jeanne Fox-Dibble, Terry Ghaney, Charity Moran.

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

Chair Natalie Sobhie called the meeting to order at 5:35 PM

2. Approval of the Agenda

Moved by Holly Patenaude, seconded by Jeanne Fox-Dibble, that a Closed Session – Identifiable Individual section be added to the Agenda, and that the Agenda be accepted as amended.

CARRIED.

3. Declarations of Interest - None

4. Delegations/Presentations - None

5. Minutes of the Previous Meeting:

Moved by Jeanne Fox-Dibble, seconded by Charity Moran that the minutes dated March 19th, 2024 be accepted as presented.

CARRIED.

6. Financial Report

Treasurer Nicole Hudson sent her regrets, Justin presented the Financial Report.

Moved by Jeanne Fox-Dibble, seconded by Ruth Lockett that the Financial Report be accepted as presented.

CARRIED.

7. Chair's Report

The Chair did not have any updates.

8. Staff Updates

a. Staff Updates

i. Annual General Meeting Update

Staff reviewed the Annual General Meeting, which was held March 26th.

ii. Leo Boivin International Showcase

Staff highlighted the Leo Boivin Showcase, including the Tourism booth along with the Restaurants rack card.

iii. Prescott Pop-Ups and Farmers' & Crafters' Market

Staff provided an overview of the 2024 Pop-Ups lineup, and well as an update on the Market. The Pop-Ups will launch on May 17th at 5 pm, while the Market starts May 18th.

iv. Associate Membership Program Update

Staff outlined the progress on the Associate Member program. The Board requested that the package be prepared for a follow-up discussion.

v. Digital Main Street Update

Staff provided an update on the Digital Main Street program. Provincial support for the program ended March 31st.

vi. Downtown Public Art Project

Economic Development and the BIA have been approached by Studio Marie to discuss a potential public art project. Staff advised that the finished mural could be integrated into the pending Clock Tower

beautification site. The Board requested a more detailed costing to be presented at the next meeting.

vii. Firefighter Games – Companion Tour & Activities

Dana and Justin discussed the Eastern Ontario Firefighters’ Association Games, to be held in Prescott on June 14-16. As part of this event and weekend, the Town is hiring Kingston Trolley Tours to provide Trolley service in Prescott between sites. It was suggested that the BIA could provide support for this project.

Moved by Jeanne Fox-Dibble, seconded by Tracey Young that the BIA contribute \$500 towards the Trolley rental for the EOFAs weekend.

CARRIED

viii. Downtown Business & Development Update

Dana provided a Downtown Business & Development Update, including recent openings and anniversaries and upcoming events.

9. Agenda Items

a. Placemaking & Marketing Working Groups

The Board discussed potential working groups aligned with the BIA’s priority areas. Establishing committees was deferred to a later date, with Justin to circulate information.

10. Closed Session

Moved by Tracey Young, seconded by Jeanne Fox-Dibble that the Board of Management move into Closed Session for discussion related to an identifiable individual.

CARRIED

11. Rise and Report

During Closed Session, the Board received information about an identifiable individual – Board Membership.

Moved by Ruth Lockett, seconded by Jeanne Fox-Dibble that the Board accept Natalie Sobhie's resignation with deep regret, and that Tracey Young be appointed interim Chair of the BIA Board of Management.

CARRIED

12. Committee Roundtable

a. *New Business from Members - None*

13. Adjournment:

Moved by Terry Ghaney, seconded by Jeanne Fox-Dibble that the meeting be adjourned to May 14th, 2024 at 5:30 pm.

CARRIED.

Prescott BIA - May 2024

Item	2024 Budget	2024 Allocation
Revenue		
BIA Levy	29,000	29,000
Total Revenue	29,000	29,000
Expenses		
Administration		
Co-coordinator Expense	10,000	10,000
		250 AGM Expense
		249 OBIAA Membership
Subtotal	10,000	10,499
Marketing and Promotion		
Digital Marketing	1,000	380 Tourism Guide Ad
Summer Promotions	2,500	500 Trolley Tours
Halloween Promotions	1,000	
Holiday (Christmas) Promotions	2,500	
Sponsorships	2,000	1,087 Make a Splash, Leo Boivin Showcase, PFSC Ice Show, IWD 2024
Subtotal	9,000	1,967
Physical Improvements		
Streetscaping Fund Transfer	3,000	
Public Art	2,000	
Other Beautification	5,000	
Subtotal	10,000	-
Subtotal	29,000	12,465
Total Operating Expenses	29,000	12,465
Surplus / (Deficit)	-	16,535

General Reserves	
Balance at January 1, 2023	55,013
Surplus (Deficit) from 2023	(14,615)
Less: Transfer to Streetscape Reserve	(15,000)
Balance at December 31, 2023	25,399
Less:	
2024 Public Art	(1,000)
2024 StopGap.ca	(4,000)
Remaining Balance	20,399

Streetscape Reserve	
Balance at January 1, 2023	-
Add: Transfer from General Reserve	15,000
Balance at December 31, 2023	15,000
Remaining Balance	15,000

MAY 2024

BIA BOARD OF MANAGEMENT





PRESCOTT POP-UPS UPDATE

OPENING NIGHT - MAY 17TH

- RIBBON CUTTING - 5 PM
- LIVE MUSIC - 5 PM TO 8 PM

SATURDAY

- HISTORICAL PANEL UNVEILING
 - LIGHTHOUSE POP-UP - 11 AM

MONDAY

- OLDE MAGICK PSYCHIC SHOW
 - 10 AM TO 4 PM



-  *Live Music*
-  *New Vendors*
-  *Prize Draws*



Scan the QR Code to Learn more about the Prescott Pop-Ups



191 Water St. East   @PrescottPopUps ExplorePrescott.ca



FARMERS' AND CRAFTERS' MARKET UPDATE

OPENING DAY - MAY 18TH - 9AM-2PM

- 10 VENDORS CONFIRMED
- SUE PROSSER LIVE ON STAGE
- STILL SEEKING ADDITIONAL FARM VENDORS



Sue Prosser
Live 11 am to 2 pm

StopGap.ca Update

- NINE BUSINESSES HAVE CONFIRMED INTEREST
- ADDITIONAL DIRECT OUTREACH TO OTHERS PLANNED
- MEASUREMENTS AND PHOTOS ON-GOING, TO BE SUBMITTED TO STOPGAP
- QUOTES TO BE PROVIDED TO BUSINESSES

DOWNTOWN BUSINESS & DEVELOPMENT UPDATE

Recent Openings/Celebrations

Tim's Fish & Chips
30th Anniversary
April 10

Prescott Deli
1st Anniversary
April 20

Lost & Found
Community Outreach
1st Anniversary
April 21

Zens Inn
5th Anniversary
May 1

Prescott Service
Centre
37th Anniversary
May 7

Best of Farmers' Market
1st Anniversary
May 11

Upcoming Openings and Anniversaries

La Boutique Thrift
Spring 2024
119 King St. W

Learn2ABA
Spring 2024
160 King St. W

Prescott Chiropractic
32nd Anniversary
May 28

The Vault
1st Anniversary
May 29

Katarina's Coffee Shop
4th Anniversary under
new ownership
June 5

Quality Creations
5th Anniversary in Prescott
June 8

Hometown Heating
32nd Anniversary
June 9

Oomen's Fishing Tackle
1st Anniversary
June 10

Upcoming Events

Pop-Ups Grand Opening
May 17th

Market Grand Opening
May 18th - 9 am to 2 pm

Heritage Panel Unveiling
May 18th - 11 am
Lighthouse Pop-Up

EOFA Games
June 14-16
LBCC and throughout
Prescott

Prescott Trolley
June 15-16



Downtown Public Art Project

- ARTIST HAS SUBMITTED COSTING FOR DESIGN/MATERIALS FOR MURAL
- TOTAL ARTIST/MURAL MATERIAL COST - \$1050
- THIS ONLY INCLUDES THE NORTH FACING PUBLIC MURAL, NOT INSTALLATION, FRAMING, OR OTHER COSTS
- INCLUDED IN MY MAIN STREET FUNDING APPLICATION - DECISION EXPECTED BY MAY 31



RiverWalk Thursdays

- CONTINUE LAST SUMMER'S SUCCESSFUL THURSDAY EVENING SHOPPING EVENT
- BUSINESSES TO BE ENCOURAGED TO HOST ENTERTAINMENT/EVENTS ON SITE
- BIA PROVIDES ENTERTAINMENT AT A CENTRAL LOCATION
- COST FOR WEEKLY ENTERTAINMENT WOULD TOTAL \$1500

Summer Passport

- SUMMER PASSPORT PROGRAM TO BE LAUNCHED JULY 1ST
- PLANNING IN PROGRESS



Summer
Passport

Eastern Ontario Firefighters' Games - Advertising

- PRESCOTT FIRE DEPARTMENT, TOGETHER WITH THE EOFA, WILL PRODUCE A PROGRAM FOR DISTRIBUTION AT THE GAMES
- OPPORTUNITY TO ADVERTISE THE DOWNTOWN IN THE PROGRAM
- PROGRAM ADVERTISING RATES ARE AS FOLLOWS:

1/4 page: \$40.00

1/2 page: \$75.00

Full page: \$125.00