



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

June 8 2021 | 6:00 p.m.

Remote meeting

Present: Tracey Young, Blinda Campbell, Pearl Visser, Kevin Bunce, Dana Valentyne, Justin St Pierre, Jeanne Fox Dibble

Regrets: Teresa Jansman, Brett Todd, Matthew Armstrong

1. Call to Order: **Meeting was called to order at 6:03 PM**
2. Approval of the Agenda: **Moved by Pearl, seconded by Tracey Carried.**
Blinda motioned to move to close session at end of meeting seconded by Karen. Carried.
3. Declarations of Interest Nil
4. Delegations/Presentations Nil
5. Minutes of the Previous Meeting: **Moved by Karen. Seconded by Tracey. Carried**
6. Agenda Items:
 - 6.1 Discuss Promotion ideas : **Blinda moved we launch an initiative (yet to be named) jointly between BIA, Town of Prescott and Chamber in 3 stages in support of our re opening, we will support each stage with \$500 (for a total of \$1500) to bring individuals to local businesses and work collaboratively with our partners. The initiative will be to allocate Prescott Dollars to individuals who come into our local businesses and to form a sub committee in support of the initiative. Tracey second Carried.**
Discussion around hiring entertainers for farmers market (july 24 is goal date to open up, possibly earlier)

- 6.2** Ontario by Bike: 4 business currently registered. The town is interested in pursuing the community designation (bike friendly) as well as designation for the museum. Can we incentivize other businesses to register? Town has ordered 2 permanent bike repair stations for the downtown core. Town will also contribute to purchase repair kits for each of the participating businesses. Justin will work on recruiting additional businesses. **Motion to support the town bringing Ontario bike program and making town a bike friendly designation in the BIA area moved by Karen seconded by Blinda. Carried.**
- 6.3** Medics for Events: discussion around arranging a course for Downtown businesses. Kevin to find out pricing, then decide whether BIA is willing to contribute a portion of the fee
- 6.4** Accessibility: Justin presented ideas for non fixed accessibility ramps. **Motion to have Co ordinator investigate further and report back moved by Pearl seconded by Jeanne carried**
- 6.5** Follow up on Canadian Flags: Discussion around cost, maintenance and liability agreed not to pursue
- 6.6** Digital Mainstreet Update: will be making recommendation to council they support 2nd digital mainstreet Co ordinator to work on 2nd round of program with Justin. Shop here is continuing. This round is coming to its conclusion
- 6.7** **Motion to move to In camera session moved by Karen. Seconded by Pearl carried.**
- Motion that came out of closed session: The BIA Board of Directors, directed the Co Ordinator Justin St. Pierre to offer positions on the BIA board to Nicole Hudson, Dawn Tutecky McDougall and Leslie Amber Bottigoni subject to approval of council moved by Karen, seconded by Blinda Carried**
- Motion to return to session by Pearl, seconded by Blinda Carried.**

7. Financial Report \$682 spent of our \$29,000 budget

8. Staff: Farmers Market – Is there a way to get our brick and mortar business to participate in the market, look at more of a public market, bring in local restaurants, etc. Would still maintain 51% local produce vendors. Discussion ensued around possibilities, promotion, advertising, possibility of a BIA table

Motion from Pearl that Blinda join the task force for the Prescott Farmers and Crafters Market. Seconded by Karen. Carried.

9. New Business None

10. Adjournment: **Adjourned at 8:13 PM moved by Blinda. Seconded by Pearl Carried**