



Downtown Prescott BIA Board of Management

January 21, 2026

5:30 pm

Council Chambers
360 Dibble St. W.
Prescott, Ontario

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
3. Declarations of Interest
4. Delegations/Presentations
5. Minutes of the Previous Meeting

Recommendation: "That the Agenda be accepted as presented."

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

6. Financial Report

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

7. Chair's Report**8. Staff Updates****8.1 Coordinator Updates****1. Downtown Holiday Promotions Review****8.2 Staff Updates****1. Branding Strategy Update****2. Downtown Beautification Update****1. "A Brush with Prescott" Mural & Business Directory****3. Downtown Business Updates, Events, & Celebrations****4. CIP Update****9. Agenda Items****9.1 2026 Budget**

For Discussion

9.2 2026 Sponsorships

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

9.3 ROD Program Application

Recommendation: "That the Board allocate \$xxxx from General Reserves to support the Town of Prescott's Rural Ontario Development Program application."

9.4 Meeting Calendar 2026

For Discussion

9.5 International Women's Day 2026

For Discussion

9.6 2026 OBIAA Conference

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

10. Committee Roundtable

11. Closed Session

Recommendation: "THAT the Board of Management move into Closed Session at XX:XX 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."

12. Adjournment

Recommendation: "That the meeting be adjourned to Tuesday, February 10th at 5:00 pm."



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.*"

Carried

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

Prescott BIA Budget - December 2025

Item	2025 Budget	2025 Allocated	Notes
Revenue			
BIA Levy	29,000	29,000	
Associate Membership Revenue	1,200	1,200	Pop-Up Vendors will be Associate Members
Total Revenue	30,200	30,200	
Expenses			
Administration			
Co-ordinator Expense	10,000	10,000	
Subtotal	10,000	10,000	
Marketing and Promotion			
Sponsorships	3,000	3,250	LBSC, PFC Ice Show, Ribfest, Night Run, Porchfest, trolley, Fireworks, Parade
Events	4,000	2,300	Business Networking; AGM, Halloween
Promotions	2,000	2,250	I Love Local; RiverWalk Rewards, Xmas 2025
Marketing/Advertising	1,200	363	SG Chamber Guide, SLSF Ad
Subtotal	10,200	8,163	
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	23,163	
Total Operating Expenses	30,200	23,163	
Surplus / (Deficit)	-	7,038	Remaining Allocation 2025
General Reserves			
Balance at January 1, 2025	30,652		
Balance at December 31, 2024	30,652		
Less:			
2025 StopGap.ca	(4,000)		
Remaining Balance	26,652		
Streetscape Reserve			
Balance at January 1, 2024	15,000		
Add: Transfer from 2024 Budget	3,000		
Balance at December 31, 2024	18,000		
Remaining Balance	18,000		