



## 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.*

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Pages

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 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

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**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 25<sup>th</sup>, 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**

# Prescott BIA Budget - December 2025

Item	2025 Budget	2025 Allocated	Notes
<b>Revenue</b>			
BIA Levy	29,000	29,000	
Associate Membership Revenue	1,200	1,200	Pop-Up Vendors will be Associate Members
<b>Total Revenue</b>	<b>30,200</b>	<b>30,200</b>	
<b>Expenses</b>			
<b>Administration</b>			
Co-ordinator Expense	10,000	10,000	
<b>Subtotal</b>	<b>10,000</b>	<b>10,000</b>	
<b>Marketing and Promotion</b>			
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
<b>Subtotal</b>	<b>10,200</b>	<b>8,163</b>	
<b>Physical Improvements</b>			
Streetscaping Fund Transfer	3,000		
Public Art	2,000		
Other Beautification	5,000	5,000	King Street Promenade
<b>Subtotal</b>	<b>10,000</b>	<b>5,000</b>	
<b>Subtotal</b>	<b>30,200</b>	<b>23,163</b>	
<b>Total Operating Expenses</b>	<b>30,200</b>	<b>23,163</b>	
<b>Surplus / (Deficit)</b>	<b>-</b>	<b>7,038</b>	<b>Remaining Allocation 2025</b>

<b>General Reserves</b>	
<b>Balance at January 1, 2025</b>	<b>30,652</b>
<b>Balance at December 31, 2024</b>	<b>30,652</b>
Less:	
2025 StopGap.ca	(4,000)
<b>Remaining Balance</b>	<b>26,652</b>

<b>Streetscape Reserve</b>	
Balance at January 1, 2024	15,000
Add: Transfer from 2024 Budget	3,000
<b>Balance at December 31, 2024</b>	<b>18,000</b>
<b>Remaining Balance</b>	<b>18,000</b>