



## PRESCOTT BIA BOARD OF MANAGEMENT

### Minutes

June 14<sup>th</sup>, 2022 | 6:00 p.m.

Remote meeting

#### Attendance:

**Board:** Tracey Young, Dawn Tutecky-McDougall, Jeanne Fox-Dibble, Kevin Bunce, Blinda Campbell, Nicole Hudson.

**Staff:** Dana Valentyne, Justin St. Pierre.

1. Call to Order

*BIA Chair Tracey Young called the meeting to order at 6:02 PM*

2. Approval of the Agenda

*Moved by Blinda Campbell, seconded by Jeanne Fox-Dibble that the agenda be accepted as presented.*

**CARRIED.**

3. Declarations of Interest - None
4. Delegations/Presentations - None
5. Minutes of the Previous Meeting:

*Moved by Dawn Tutecky-McDougall, seconded by Kevin Bunce, that the minutes dated May 10<sup>th</sup>, 2022 be accepted as presented.*

**CARRIED.**

6. Committee Reports
  - a. Promotions Committee
    - i. May 15<sup>th</sup> Meeting Recap
  - b. Beautification Committee
    - i. May 22<sup>nd</sup> Meeting Recap
  - c. Recruitment Committee
7. Financial Report

*Blinda Campbell, BIA Treasurer, provided an update on the Prescott BIA budget for 2022.*

***Moved by Blinda Campbell, seconded by Jeanne Fox-Dibble that the Financial Report be accepted as presented.***

**CARRIED.**

8. Staff Updates
  - a. BIA Coordinator Update
    - i. Spring into the RiverWalk Report

*Justin St. Pierre provided an update on the Spring into the RiverWalk Promotion that concluded on May 21<sup>st</sup>.*

- ii. Summer Passport Update

*Justin St. Pierre provided an update on the upcoming Summer Passport Promotion.*

- iii. Promenade Update

*Justin St. Pierre provided an update on the activities taking place at the Promenade July 1<sup>st</sup>-3<sup>rd</sup>.*

- iv. General Updates

*Justin St. Pierre provided an update on the Bike Friendly Business Area and Bike Welcome Centre (Museum and Visitor Centre). Justin also provided an update on the new service banners for the RiverWalk District.*

- b. Staff Update
  - i. Digital Main Street

*Dana Valentyne provided an update on Digital Main Street, informing the board of the renewal of the program and the Digital Main Street Coordinator under a 2-year contract.*

9. Agenda Items

- a. Pole-mounted Lighting

*Dana Valentyne spoke to the Summer Pole-mounted Lighting. The recommendation from the beautification committee was presented that the board direct staff to begin production of new Summer Pole-mounted Lighting, pending council approval of additional funds. Colours are to be determined at a later date based on production examples.*

***Moved by Blinda Campbell, seconded by Jeanne Fox-Dibble, that the board direct staff to begin production of new Summer Pole-mounted Lighting pending council approving matching funds at a total BIA contribution of \$9,000 coming from the 2022 beautification budget.***

**CARRIED.**

- b. RiverWalk District East-West Connections

*Justin St. Pierre spoke to better connecting the East and West ends of the downtown to the central area of the RiverWalk District. He brought forth the idea of decals and signage extending throughout the RiverWalk District. The discussion was referred to the promotions committee.*

- c. Member Recruitment

*BIA Chair, Tracey Young, spoke to re-instating the Recruitment Committee. Justin St. Pierre spoke to aligning the BIA recruitment period with the Council Elections. The Board recommended that staff put a call out for members in September to align with elections in October.*

*d. Joanne Crack Memorial Plaque*

*Justin St. Pierre presented the proposed wording for the Joanne Crack Memorial Plaque. Tracey Young proposed to follow up with this at a future meeting.*

*e. BIA Pride Initiative*

*The Board directed staff to distribute Pride Flags will be distributed to Downtown Businesses for the month of June.*

*f. Future Meeting Location*

*Tracey Young proposed a hybrid option for summer meetings. The board discussed an in-person meeting for the upcoming meeting with a live stream as well. The next Board meeting will be held at Town Hall and livestreamed for the public.*

10. Committee Roundtable – New Business/Discussion

a. New Business from Members

*i. Kevin Bunce discussed the Food Truck Bylaw.*

*ii. Kevin Bunce also discussed the flower baskets in the RiverWalk District.*

b. Upcoming Meetings

*i. Promotions Committee – June 21<sup>st</sup>*

*1. Fall and Winter Promotion Ideas*

*ii. Beautification Committee – June 28<sup>th</sup>*

11. Adjournment:

***Moved by Blinda Campbell, seconded by Kevin Bunce that the meeting be adjourned to July 12<sup>th</sup>, 2022.***

**CARRIED.**