



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

January 14th, 2025 | 5:00 p.m.

Ruth Evanson Room, Prescott Town Hall, 360 Dibble Street West

Attendance:

Board: Councilor Tracey Young, Councilor Ruth Lockett, Jeanne Fox-Dibble, Nicole Hudson, Cindy Casselman, Terry Ghaney.

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

Vice-Chair Tracey Young called the meeting to order at 5:02 PM

2. Approval of the Agenda

Moved by Jeanne Fox-Dibble, seconded by Terry Ghaney, 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 Terry Ghaney, seconded by Cindy Casselman that the minutes dated October 8^h, 2024 be accepted as presented.

CARRIED.

6. Financial Report

Treasurer Nicole Hudson presented the Budget Update for January. A discussion was held concerning the line-item for a transfer to the dedicated Streetscaping Reserve Fund. The Board reached the consensus to make the transfer for 2024.

Moved by Ruth Lockett, seconded by Terry Ghaney that the Financial Report be accepted as presented, and that staff be directed to allocate \$3000 from the 2024 BIA Budget to the Downtown Streetscape Reserve Fund.

CARRIED.

7. Chair's Report

Vice-Chair Tracey Young discussed the Town's Branding Strategy. The Town of Prescott has engaged Alphabet Creative to develop updated branding for the Town, and will be in touch with stakeholders shortly for their input.

8. Staff Updates

a. Staff Updates

i. Fall Activities Review

Justin discussed a variety of activities that have occurred since the last meeting, including the Small Business Week event held at Town Hall, and Halloween Town and related Downtown activities. He reported there were nearly 50 registrations for the Small Business Week Forum, which featured a fireside talk between Mayor Shankar and Bruce Wylie, presentations from Town staff, and a keynote presentation by Ani Nersessian of VM-ID, a visual merchandising consultant. Halloween Town was very well attended, while downtown trick-or-treating and the Halloween Market drew a large number of visitors.

ii. Holiday Activities Update

Justin provided a review of Holiday activities, including the Window Decorating Contest and the RiverWalk Wonderland event. The Window Decorating Contest had the most votes ever recorded, and saw Cozy Clozet win, followed by Olde Magick Shoppe and LeMar Hair Collective and Star Wellness in a tie for third. The Prescott Fire Department sponsored cash prizes for the event, and all four winners donated their winnings to charity.

RiverWalk Wonderland was held December 5th & 6th at the Prescott Pop-Ups, and featured a number of activations downtown, include wagon rides with stops downtown throughout the event. Downtown retailers reported an increase in traffic during the event, and visitors were using the wagon to commute between the spaces.

iii. *Downtown Beautification Update*

Dana discussed end-of-season work that had been completed since the last meeting, and highlighted the new directional signage that is presently being installed as part of the My Main Street program funding.

iv. *Downtown CIP Projects*

Dana provided an end-of-year update on CIP investments in the Downtown in 2024, and informed the Board that applications are now being accepted for the 2025 CIP allocation.

v. *Downtown Business & Development Update*

Dana provided an update on recent business openings and anniversaries, as well as upcoming events.

vi. *Upcoming Events*

Dana provided the Board information on upcoming business events, including the SG Chamber's Business after 5 at Little Barcelona, the Ontario Approved Insights for Success event, and the LG Small Business International Women's Day event.

9. Agenda Items

a. Downtown Parking

Staff provided information to the Board on Downtown Parking. The Board was reminded of the two hour parking limit on King Street, and was asked to assist in encouraging fellow business owners and staff members to use alternative free, no-limit parking available downtown.

b. Downtown Business Networking

A discussion was held concerning the desire expressed in the Small Business Week Ideas survey for more Downtown Business Networking events. The Board discussed a number of ideas, and concluded that a series of informal gatherings at Downtown businesses to be announced at the Annual General Meeting would be piloted.

Moved by Jeanne Fox-Dibble, seconded by Cindy Casselman that the Board allocate \$1000 for Downtown Business Networking Events to be held at various locations throughout the Downtown.

CARRIED.

c. Valentine's Day Promotion Ideas

A discussion was held focusing on potential ideas for a Downtown shopping and dining promotion. The Board decided to move towards a promotion similar to the 2022 I Love Local campaign, and tasked the Events & Promotions Working Group with setting the details.

Moved by Cindy Casselman, seconded by Jeanne Fox-Dibble that the Board allocate \$250 for an I Love Local Valentine's Day Promotion.

CARRIED.

d. *Laurel & Lace Carnations for Retirement Communities/LTC*

Downtown Prescott business Laurel & Lace is currently running a promotion to provide carnations to residents of Prescott's Long-Term Care Homes. The Board would like to contribute to this campaign, and wished to allocate funds for the purchase of 30 carnations, pending availability.

Moved by Ruth Lockett, seconded by Nicole Hudson, that the BIA Board allocate \$100 for the purchase of Carnations for residents and staff of Prescott's Retirement and Long Term Care Homes as part of BIA member business Laurel & Lace's Sponsor a Senior program.

CARRIED.

e. *International Women's Day 2025*

International Women's Day is March 6th, and this year's theme is Accelerating Action. The Board discussed multiple ideas to mark the occasion, and decided to allocate funds for the purchase of a ticket to the LG Small Business IWD event scheduled for March 8 as part of the celebration. The Working Group was tasked with establishing the parameters for how the ticket would be awarded.

Moved by Nicole Hudson, seconded by Jeanne Fox-Dibble that the BIA Board allocate up to \$100 for the purchase of a ticket to the Leeds Grenville Small Business International Women's Day event to be given to a Downtown business.

CARRIED.

f. *2025 Annual General Meeting Planning and BIA Budget*

The Board discussed planning and preparations for the 2025 AGM.

Moved by Terry Ghaney, seconded by Ruth Lockett that staff be directed to set the date of the 2025 Annual General Meeting to March 25th, 2025 and that the BIA Working Group meet to plan and make recommendations to the BIA Board of Management on the 2025 Budget and assist in the planning of the 2025 Annual General Meeting.

CARRIED.

10. Closed Session – Board Membership

Moved by Ruth Lockett, seconded by Jeanne Fox-Dibble that the Board of Management enter closed session Under Section 239(2)(b) of the Municipal Act - personal matters about an identifiable individual; and That the Economic Development Officer, and BIA Coordinator remain in the room for the discussion.

CARRIED.

11. Rise and Report

Upon rising, Vice-Chair Young reported that the Board received information from Staff concerning Board composition.

Moved by Ruth Lockett, seconded by Cindy Casselman that the Board of Management accept the resignations of Bonnie Pidgeon-Cougler and Belinda Ballentine from the Board with regret, and appoint Kashyap Patel, owner of Subway Prescott, and Ashton Mayes, owner of Amazesing Photography, to the vacant positions for the remaining of the term, subject to Council Approval.

CARRIED.

12. Committee Roundtable

a. *New Business from Members*

No New Business was raised by members.

13. Adjournment

Moved by Ruth Lockett, seconded by Jeanne Fox-Dibble that the meeting be adjourned to February 11th, 2025 at 5:30 pm.

CARRIED.