



PRESCOTT BIA BOARD OF MANAGEMENT

AGENDA

October 10th, 2023 | 5:30 p.m.

Council Chamber, 360 Dibble Street West (2nd Floor), Prescott, ON (Board and Staff)

Public Access via Fort Town TV -

<https://www.youtube.com/channel/UCligB93IqnjmXN8mQ7XOENA>

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 12th, 2023, be accepted as presented."*

6. Financial Report

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

7. Committee Reports

a. Marketing and Promotions Committee and Placemaking Committee

i. Halloween Events and Promotions

ii. Christmas Planning

8. Chair Updates

9. Staff Updates

a. BIA Coordinator Update

i. Strategic Planning

ii. Light Up the Night Parade

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 thriving and safe business areas that attract shoppers, diners, 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.

b. *Staff Updates*

- i. *Small Business Week 2023*
- ii. *Bridges to Better Business 2023*
- iii. *2023 Surveys*
- iv. *Downtown Business & Development Update*

10. *Agenda Items*

a. *Downtown Streetscaping*

Recommendation: *“That the BIA allocate \$15,000 from Reserves to create a Downtown Streetscaping fund, and make an annual contribution of \$5,000 from the Placemaking budget to this fund to the conclusion of current Board term, and recommend that Council identify Downtown Streetscaping as a priority and begin taking steps to secure design plans and implementation funding.”*

11. Committee Roundtable

- a. *New Business from Members*
- b. *Upcoming Committee Meetings*
 - i. Marketing and Promotions Committee – October 17th, 2023
 - ii. Placemaking Committee – October 24th, 2023

12. Adjournment

Recommendation: *“That the meeting be adjourned to October 10th, 2023 at 5:30 pm.”*

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