



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

September 13th, 2022 | 6:00 p.m.

Council Chambers, Prescott Town Hall, and via Zoom

Attendance:

Board: Tracey Young, Jeanne Fox-Dibble, Kevin Bunce, Pearl Visser, Blinda Campbell, Mayor Brett Todd.

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 Kevin Bunce 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 Jeanne Fox-Dibble, seconded by Kevin Bunce, that the minutes dated July 12th, 2022 be accepted as presented.

CARRIED.

6. Committee Reports

a. Promotions Committee

i. August 16th Meeting Recap

Justin St. Pierre provided a recap of the August 16th Promotions Committee Meeting, including a discussion of potential Fall Promotions. The Committee recommended a fall Food Bank Fundraiser and Harvest Market cooperation.

7. Financial Report

Blinda Campbell, BIA Treasurer, provided an update on the Prescott BIA budget for 2022. A discussion was also held on reallocating expenditures to reserves to fund Christmas Activities.

Moved by Kevin Bunce, seconded by Jeanne Fox-Dibble that \$2500 be reallocated from reserves to fund Christmas Activities.

CARRIED.

8. Staff Updates

a. BIA Coordinator Update

i. Promo Video for Pole Wraps

Justin St. Pierre shared the TikTok video created and shared across Town of Prescott Social Media Platforms to help visitors and residents utilize the pole wrap QR codes to access Town and BIA Information.

ii. Summer Passport Final Report

Justin St. Pierre discussed the Summer Passport program. Over 500 completed Passports were submitted over the course of the season, with weekly and grand prize winners drawn. The Grand Prize draw was live streamed across Town and BIA Platforms.

iii. August Promenade Report

Justin St. Pierre provided a report on the August Promenade, including a discussion of the entertainment, market, themed days, and attendance.

iv. Fall Promotions

Justin outlined the Fall Promotional Plan include a Harvest Fundraiser, Market, and Window Decorating Contest. The Board discussed whether a Halloween decorating

Moved by Kevin Bunce, Seconded by Blinda Campbell that \$250 be allocated for the Halloween Downtown Business Window Decorating Contest.

CARRIED.

b. Staff Update

i. Visitor Centre Update

Staff presented on the first tourist season at the new Museum & Visitor Centre. They reported that over 500 people visited the centre between Victoria Day Weekend and Labour Day, with over \$1000 in Local Goods and \$3000 in Prescott Tourism Clothing and Accessories.

ii. Lighting Update

Dana Valentyne provided an update on Lighthouse Decorative Lighting, stating that the first design concept was in production.

iii. Town Beautification Updates

Dana Valentyne provided answered Board members questions on ongoing Downtown Beautification efforts.

9. Agenda Items

a. New Member Recruitment/Election

Staff provided an update on the election process for new board members. Nominations will be sought for new board members to coincide with the coming council term. An AGM will need to be held to elect the new board, to be forwarded to council for approval.

b. Support Services Available to Vulnerable Individuals – August Council Report

A Staff Report to Council was circulated to the Board concerning support services available to vulnerable individuals. This was reviewed in the context of previous Board discussions on the topic.

10. Committee Roundtable – New Business/Discussion

a. New Business from Members

i. *Bylaw Discussion*

The Board discussed topics for a future presentation from the Chief Building Official. These included properties standards and bylaw enforcement.

ii. *Christmas Parade*

Moved by Blinda Campbell, seconded by Kevin Bunce that the BIA donated \$500 to the Prescott Fire Department's Christmas Parade.

CARRIED.

11. Adjournment:

Moved by Blinda Campbell, seconded by Pearl Visser that the meeting be adjourned to October 11th, 2022.

CARRIED.