



## PRESCOTT BIA BOARD OF MANAGEMENT

### Minutes

August 8<sup>th</sup>, 2023 | 5:30 p.m.

Council Chambers, Prescott Town Hall, and via Zoom

#### Attendance:

**Board:** Councilor Tracey Young, Councilor Ruth Lockett, Blinda Campbell, Natalie Sobhie, Nicole Hudson, Jeanne Fox-Dibble, Charity Moran.

**Staff:** Matthew Armstrong, Dana Valentyne, Justin St. Pierre, Taylor Prosser.

1. Call to Order

*Blinda Campbell called the meeting to order at 5:30 PM*

2. Approval of the Agenda

*Moved by Natalie Sobhie, seconded by Nicole Hudson, 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 Nicole Hudson, seconded by Ruth Lockett that the minutes dated July 11<sup>th</sup>, 2023 be accepted as presented.*

**CARRIED.**

## 6. Committee Reports

### a. *Marketing and Promotions Committee*

- i. *Justin provided a review of the Committee discussions regarding potential Halloween activities, including a ghost hunting night, Trick-or-Treating, a Pumpkin Run, and Halloween-themed markets. The Board discussed these ideas, as well as others, and referred the discussion back to Committee.*

### b. *Placemaking Committee*

#### i. *IHeartMainStreet/STEPS Public Art Update*

*Justin provided an update on on-going discussions with IHeartMainStreet concerning the BIA's potential project. Currently, the project is focusing on potential Icon Decals for the Downtown as a first step in downtown wayfinding.*

## 7. Financial Report

*Justin presented the Board's financial position as at July 31<sup>st</sup>, 2023.*

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

**CARRIED.**

## 8. Chair's Report

*Blinda Campbell provided an update on activities she is involved in with the Chamber of Commerce. They will be hosting their second politician breakfast in Kemptville with MP Michael Barrett.*

*Blinda also welcomed new Board member Jeanne Fox-Dibble. Jeanne is the director of Quality Creations, a crafter co-op in the RiverWalk District. She previously served on the 2019-2022 BIA Board of Directors.*

*Blinda informed the Board that Nitesh Naidu has submitted his resignation from the Board of Management.*

***Moved by Nicole Hudson, seconded by Ruth Lockett that the resignation of Nitesh Naidu from the BIA Board of Management be accepted with regret.***

**CARRIED.**

*With the resignation, Blinda raised the issue of the open Treasurer position. Nicole Hudson and Natalie Sobhie both expressed interest in officer positions. Following discussion, Nicole agreed to take on the role of Treasurer and Natalie the role of Vice-Chair, previously vacant.*

***Moved by Charity Moran, seconded by Ruth Lockett that the Board appoint Nicole Hudson as Treasurer and Natalie Sobhie as Vice-Chair to fill recent officer vacancies.***

**CARRIED.**

## **9. Staff Updates**

### *a. BIA Coordinator Update*

#### *i. RiverWalk Thursdays*

*Justin provided an update on the RiverWalk Thursdays evening shopping events. He reported that weather has been an issue on multiple Thursdays, with last week's Holistic Wellness Fair preview being cancelled due to Tornado watches. However, overall downtown shopping has increased on the Thursdays, with stores that have offered in-store activations seeing the greatest benefit. Thursdays will continue through the end of August.*

#### *ii. Civic Long Weekend*

*Justin provided a review of the Economic Development & Tourism Department's Civic Holiday Weekend activities. Prescott welcomed buskers to town on Saturday, including a magician, a stilt walker, a balloon twister, a caricaturist, and a chalk artist. The buskers rotated between the Pop-Ups, Farmers' Market, and throughout the Downtown area. The chalk artist left a semi-permanent design beside the Clock Tower Patio that should remain through the fall.*

#### *iii. Upcoming Events – August 12<sup>th</sup> & August 25<sup>th</sup>*

*Justin provided updates on upcoming events the BIA may be interested in. August 12<sup>th</sup> – Great Waterfront Trail Adventure 2023*

*The GWTA 2023 will be visiting Downtown Prescott on August 12<sup>th</sup> for a rest stop. 150+ cyclists will travel through Prescott between 8:30 and 10:00 am, with a rest stop set up at the Prescott Pop-Ups. Katarina's Coffee Shop and Outpost Café will be on hand to help welcome the cyclists with treats.*

*August 12<sup>th</sup> – Spiritual Wellness Fair*

*The 1<sup>st</sup> Annual Prescott Spiritual Wellness Fair will be held on August 12<sup>th</sup> in the area beside the Pop-Ups. It will welcome over 40 vendors, and is hosted by RiverWalk District business Star Wellness.*

*August 25<sup>th</sup> – Stanley Cup in Prescott*

*On August 25<sup>th</sup>, Ben Hutton will be bringing the Stanley Cup to Prescott. The event will be held at the Pavillion in the area beside the Prescott Pop-Ups. Local businesses will be approached to organize promotions related to the event.*

*August 26<sup>th</sup> – Upper Canada Folkfest*

*On August 26<sup>th</sup>, Upper Canada Folkfest will be held at the Kinsmen Amphitheatre. Tickets are still available on their website.*

**b. Staff Updates**

**i. Digital Main Street Update**

*Taylor Prosser provided an update on the Digital Main Street program and its impact on the Downtown area. South Grenville Digital Main Street is a partnership led by the Town of Prescott with the Downtown Prescott BIA, and the Townships of Augusta and Edwardsburgh Cardinal. Funding supports including the \$2500 Digital Transformation Grant and the \$2400 CDAP grant are still available to businesses.*

**ii. Downtown Business & Development Update**

*Dana provided an update on recent business developments in the Downtown and throughout Prescott.*

**10. Agenda Items**

**a. StopGap.ca – Interim Accessibility Options**

*Justin discussed the recent availability of made-to-order temporary accessibility ramps from StopGap.ca, an accessibility not-for-profit focused on making Main Streets more accessible.*

*Ramps for steps up to 9” are now available for up to \$400 per ramp.*

*Following last month’s discussion on the topic, it was proposed that the BIA allocate funds for a cost-sharing plan for eligible downtown properties to purchase ramps to fit their location. An initial review found 20 potentially eligible properties. At \$400 per ramp, the maximum cost to the BIA of a 50% cost share would be \$4,000.*

***Moved by Jeanne Fox-Dibble, seconded by Nicole Hudson that the BIA allocate up to \$4,000 (50% of total costs) towards funding accessibility ramps through StopGap.ca for eligible downtown storefronts.***

**CARRIED.**

## **11. Committee Roundtable**

### *a. New Business from Members*

#### *i. Public Art*

*Charity raised the issue of Public Art and her desire to find new ways to integrate it into the Downtown. The Board discussed a number of ideas and there was a consensus to look at small-scale art installations and other art events for 2024.*

#### *ii. Coast Guard Property Beautification*

*The Board discussed beautification related to the area in front of the Coast Guard building. Matthew informed the Board that this area in a 2024 beautification priority and that planning work is already proceeding.*

#### *iii. Poker Run*

*Councilor Lockett asked about efforts related to bringing a Poker Run stop to Prescott in the future. Matthew discussed some of the challenges in doing so, as well as some of the options that may be viable in the future.*

#### *iv. Downtown Parking*

*Councilor Young discussed concerns related to Downtown parking enforcement, as well as some public confusion related to where extended free parking is available. The issue will be discussed at an upcoming Council meeting, and staff will begin a period of public education about downtown parking rules and enforcement.*

v. *Window Cleaning/Building Upkeep*

*Councilor Lockett raised the issue of unkept properties downtown, especially related to windows in some vacant properties. Staff discussed some on-going projects that seek to address this, as well as some of the challenges involved.*

b. *Upcoming Committee Meetings*

- i. *Marketing and Promotions Committee – August 15<sup>th</sup>, 2023*
- ii. *Placemaking Committee – August 22<sup>nd</sup>, 2023*

**12. Adjournment:**

*Moved by Natalie Sobhie, seconded by Nicole Hudson that the meeting be adjourned to September 12<sup>th</sup>, 2023.*

**CARRIED.**