



PRESCOTT BIA BOARD OF MANAGEMENT

AGENDA

April 9th, 2024 | 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 March 19th, 2024, be accepted as presented."*

6. Financial Report

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

7. Chair Updates

8. Staff Updates

a. Staff Updates

- i. Annual General Meeting Update*
- ii. Leo Boivin International Showcase*
- iii. Prescott Pop-Ups and Farmers' & Crafters' Market*
- iv. Associate Membership Program Update*
- v. Digital Main Street Update*
- vi. Downtown Public Art Project*

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.

- vii. *Firefighter Games – Companion Tour & Activities*
- viii. *Downtown Business & Development Update*

9. Agenda Items

a. Placemaking & Marketing Working Groups

Recommendation: *“That the Downtown Prescott BIA appoint up to four regular members including the Chair to separate Placemaking & Marketing/Promotions Working Groups to meet on an as-needed basis through the tourism season.”*

10. Committee Roundtable

- a. *New Business from Members*
- b. *Upcoming Working Group Meetings*

11. Adjournment

Recommendation: *“That the meeting be adjourned to April 9th, 2024 at 5:30 pm.”*

What is a BIA?

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PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

March 19th, 2024 | 5:30 p.m.

Council Chambers, Prescott Town Hall, 360 Dibble Street West

Attendance:

Board: Councilor Tracey Young, Natalie Sobhie, Nicole Hudson, Jeanne Fox-Dibble, Terry Ghaney, Belinda Ballentine.

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

Chair Natalie Sobhie called the meeting to order at 5:35 PM

2. Approval of the Agenda

Moved by Tracey Young, 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 Terry Ghaney, seconded by Jeanne Fox-Dibble that the minutes dated February 13th, 2024 be accepted as presented.

CARRIED.

6. Financial Report

Treasurer Nicole Hudson presented the Board's financial position as at December 31st, 2023.

Moved by Jeanne Fox-Dibble, seconded by Tracey Young that the Financial Report be accepted as presented.

CARRIED.

7. Chair's Report

Chair Natalie Sobhie welcomed new Board member Belinda Ballentine, representing Best of Farmers' Market, to her first Board of Management meeting.

8. Staff Updates

a. Staff Updates

i. Leo Boivin International Showcase – Promotions

Justin provided an update on Promotions planned to coincide with the Leo Boivin International Showcase, including restaurant promotions, window decorations, and on-site representation.

ii. International Women's Day

Justin reported on the International Women's Day celebrations, including the social media campaign and prize winner. Leslie Bottigoni was selected as the winner of the BIA's ticket to the LG Small Business IWD 2024 event.

iii. Downtown Business & Development Update

Dana provided an update on recent business developments throughout Prescott, as well as upcoming events including the Leo Boivin Showcase and the Prescott Model Train & Toy Show.

9. Agenda Items

a. South Grenville Tourism Advertising Opportunity

Moved by Tracey Young, seconded by Nicole Hudson that the Downtown Prescott BIA purchase a ¼ page RiverWalk District Ad in the 2024 South Grenville Tourism Guide for \$380 + HST.

CARRIED

b. South Grenville Digital Main Street Resolution

Moved by Jeanne Fox-Dibble, seconded by Tracey Young that the Downtown Prescott BIA endorses the Town of Prescott's Council Resolution concerning the impact and renewal of the Digital Main Street program.

CARRIED

c. My Main Street Funding Letter of Support

Moved by Jeanne Fox-Dibble, second by Nicole Hudson that the Downtown Prescott BIA provide a Letter of Support for the Town of Prescott's My Main Street Community Activator Program application.

CARRIED

d. Placemaking Working Group

The Board deferred this item to the April meeting to allow for greater participation.

10. Committee Roundtable

a. New Business from Members

i. Wings & Tarts Event

Dana discussed a potential event brought forward by Mayor Shankar to highlight local restaurants and bakers.

11. Adjournment:

Moved by Nicole Hudson, seconded by Jeanne Fox-Dibble that the meeting be adjourned to April 9th, 2024 at 5:30 pm.

CARRIED.

Prescott BIA - April 2024

Item	2024 Budget	2024 Allocation
Revenue		
BIA Levy	29,000	29,000
Total Revenue	29,000	29,000
Expenses		
Administration		
Co-coordinator Expense	10,000	10,000
		250 AGM Expense
		249 OBIAA Membership
Subtotal	10,000	10,499
Marketing and Promotion		
Digital Marketing	1,000	380 Tourism Guide Ad
Summer Promotions	2,500	
Halloween Promotions	1,000	
Holiday (Christmas) Promotions	2,500	
Sponsorships	2,000	1,087 Make a Splash, Leo Boivin Showcase, PFSC Ice Show, IWD 2024
Subtotal	9,000	1,467
Physical Improvements		
Streetscaping Fund Transfer	3,000	
Public Art	2,000	
Other Beautification	5,000	
Subtotal	10,000	-
Subtotal	29,000	11,965
Total Operating Expenses	29,000	11,965
Surplus / (Deficit)	-	17,035

General Reserves	
Balance at January 1, 2023	55,013
Surplus (Deficit) from 2023	(14,615)
Less: Transfer to Streetscape Reserve	(15,000)
Balance at December 31, 2023	25,399
Less:	
2024 Public Art	(1,000)
2024 StopGap.ca	(4,000)
Remaining Balance	20,399

Streetscape Reserve	
Balance at January 1, 2023	-
Add: Transfer from General Reserve	15,000
Balance at December 31, 2023	15,000
Remaining Balance	15,000

APRIL 2024

BIA BOARD OF MANAGEMENT



ANNUAL GENERAL MEETING UPDATE

- HELD MARCH 26TH IN THE RUTH EVANSON ROOM, PRESCOTT TOWN HALL
- 19 ATTENDED
- ECONOMIC DEVELOPMENT & TOURISM REPORT
- DOWNTOWN YEAR-IN-REVIEW
- CHAIR'S REPORT
- BUDGET AND FINANCIAL STATEMENT



LEO BOIVIN INTERNATIONAL SHOWCASE



- HELD MARCH 28-31 AT THE ALAINE CHARTRAND COMMUNITY CENTRE
- 12 TEAMS
- MORE THAN 3000 ATTENDED PER DAY
- PRESCOTT TOURISM BOOTH AND INFORMATIONAL SIGNAGE
- RESTAURANT RACK CARD LAUNCHED
- GRAND PRIZE DRAW WINNER - LILY!





PRESCOTT POP-UPS UPDATE

- SIX SEASONAL RETAIL COTTAGE VENDORS

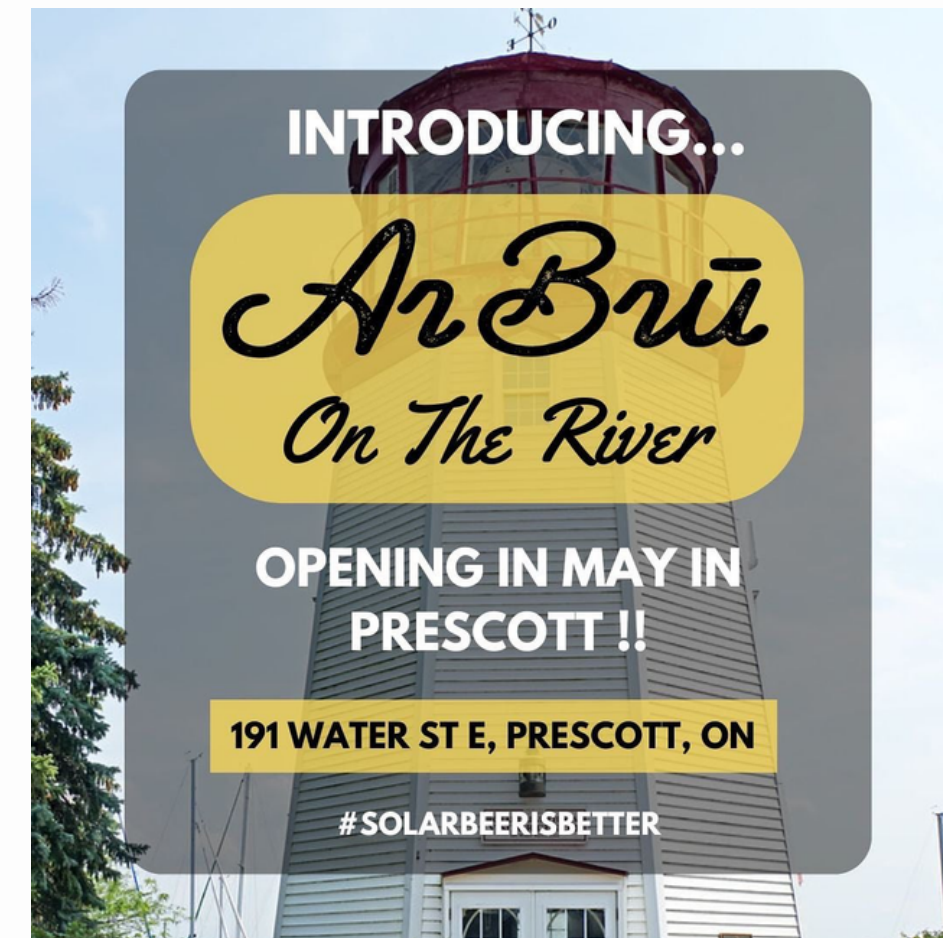
- CECYLIA'S POND SOAPS+
- FORWARDER'S ANTIQUES
- STUZU DESIGNS
- OLDE MAGICK POP-UP
- B-UBU
- STUDIO MARNIE/CHANTAL'S CUSTOM CREATIONS

- TWO CONFIRMED MONTHLY VENDORS

- GCPCRAFTS
- SANDON STUDIOS

- FIVE CONFIRMED FOOD & BEVERAGE VENDORS

- ARBRU SOLAR BREWERY



- JUDY'S WOODEN SPOON
- ADDICTIVE SWEETS
- KATARINA'S COFFEE SHOP
- RIVER VIBES PICNICS



FARMERS' AND CRAFTERS' MARKET UPDATE

- INITIAL CALL FOR VENDORS
 - 13 APPLICATIONS
 - 5 RETURNING VENDORS SO FAR
 - CONTINUED SOCIAL MEDIA, PRINT, RADIO, AND TARGETTED RECRUITMENT ON-GOING



ASSOCIATE MEMBERSHIP REVIEW AND UPDATE

REVIEW OF RECOMMENDATIONS

- ESTABLISH AN ASSOCIATE MEMBER PROGRAM
- LIMIT TO BUSINESSES LOCATED WITHIN PRESCOTT BUT OUTSIDE OF BIA LEVY AREA
- CAN BE HOME-BASED, SEASONAL
- FOCUS ON "DOWNTOWN-LIKE" BUSINESSES
- OPEN PARTICIPATION IN DOWNTOWN EVENTS (SIDEWALK SALES, FOOD EVENTS)
- MARKETING AND PROMOTIONAL OPPORTUNITIES
- PARTICIPATION IN COMMITTEES ALLOWED AND ENCOURAGED
- NOT ELIGIBLE FOR BOARD OF MANAGEMENT/VOTING
- \$125 YEARLY FEE

ASSOCIATE MEMBERSHIP REVIEW AND UPDATE

NEXT STEPS

- ESTABLISH A WORKING GROUP TO HELP IDENTIFY POTENTIAL ASSOCIATE MEMBERS FOR TARGETTING
- STAFF COMPLETES MEMBER RECRUITMENT PACKAGE
- BY-LAW AMENDMENT PREPARED FOR COUNCIL CONSIDERATION

Associate Membership

ABOUT:

An Associate Member of the Downtown Prescott BIA is a business whose *primary location is within the Town of Prescott* but *outside the BIA Levy Area*, whose business *reflects the traditional character of Downtown Business Areas* and *reflects or expands the current offering of the Downtown Prescott BIA*, to help support the BIA's aim to further the interests of the Downtown Prescott RiverWalk District as a *destination business area*.

BENEFITS OF MEMBERSHIP:

Associate Members of the Downtown Prescott BIA will be provided the following services for an annual fee set by the BIA Board of Management:

- Opportunity to participate in Downtown Prescott BIA events, including all sidewalk sales with outdoor access;
- Opportunity to participate in Downtown Prescott BIA promotions;
- Content sharing, where appropriate, by the Downtown Prescott RiverWalk District social media presence;
- promotion on BIA social media (including: Facebook and Instagram), where appropriate;
- Opportunities to sit on the BIA committees and working groups at the discretion of the Board of Management.

PLEASE NOTE: Associate Members **DO NOT** receive Voting Rights at the BIA's Annual General Meeting and are **NOT** entitled to hold seats on the Board of Management of the Downtown Prescott BIA.

Minimum Eligibility Requirements:

- Associate Member Businesses must be located within the Town of Prescott;
- Associate Member Businesses must, to the satisfaction of the Board of Management, reflect the characteristics of a traditional Downtown business;
- Associate Member Businesses must support the aim of the Downtown Prescott BIA to further the interests of the Downtown Prescott RiverWalk District as a destination business area;
- Pay the Annual Associate Membership Fee of \$125 upon acceptance as an Associate Member Business.

ADDITIONAL TERMS:

- Associate Members are required to pay any vendor or participant fee for events for which a BIA Member would also have to pay to participate;
- Associate Members will not be included in Downtown BIA beautification programs;
- Membership is based on businesses rather than locations – multi-vendor locations can have multiple individual BIA Associate Members, where appropriate;
- The current Downtown Prescott BIA Board of Management reviews Associate Membership applications and they reserve the right to refuse Associate Membership to any applicant;

- Applications for Associate Membership will be reviewed and brought to the BIA Management Board as a whole at the next regular meeting following submission.

DRAFT

Digital Main Street Update

- PRESCOTT AND EDWARDSBURGH CARDINAL HAVE APPROVED WAGE FUNDING TO CARRY PROGRAM TO JUNE 30TH
- CURRENT COORDINATOR WILL REMAIN IN PLACE FOR THAT TIME
- PROGRAM FOCUS DURING PERIOD SHIFTING TO HANDS-ON BUSINESS AND MARKETING SUPPORT



Downtown Public Art Project

- MY MAIN STREET FUNDING REQUESTED FOR DOWNTOWN ART PROJECT
- LOCAL ARTIST PROPOSED A POTENTIAL INTERACTIVE MURAL PROJECT



Companion Tours - Eastern Ontario Firefighters Games

- FIREFIGHTERS GAMES TO BE HELD IN PRESCOTT JUNE 14-16
- COMPANION TOUR IS SCHEDULED FOR JUNE 14
- EVENTS AND PROMOTIONS BEING PLANNED, INCLUDING HIRED TROLLEY FOR JUNE 14
- OPPORTUNITY TO EXTEND TROLLEY THROUGH SATURDAY FOR PUBLIC RIDERSHIP



DOWNTOWN BUSINESS & DEVELOPMENT UPDATE



Recent Openings/Celebrations

Subway Prescott
April 3rd
One Year Anniversary/Ribbon Cutting
305 King St. W

Recent Openings

St. Lawrence Shakespeare Festival Office
April 2024
202 King St. W

Upcoming Openings and Anniversaries

La Boutique Thrift Tim's Fish & Chips
Spring 2024 30th Anniversary
119 King St. W April 10

Learn2ABA Lost & Found Community Outreach
Spring 2024 1st Anniversary
160 King St. W April 21

River Home & Co.
1st Anniversary
May 1st

Upcoming Events

Solar Eclipse
April 8

Starter Company Plus Graduation
Prescott Town Hall
April 10, 4:30 pm

Bytown & Prescott Model Train Show
Leo Boivin Community Centre
April 13, 10 am to 4 pm

Prescott Figure Skating Club
Competition
Alaine Chartrand Community Centre
April 13, All Day

National Tourism Week
April 15-19

Placemaking Working Group

- BEAUTIFICATION TOPICS
- PUBLIC ART AND INSTALLATIONS
- MY MAIN STREET INPUT AND SUPPORT
- PROVIDE FEEDBACK AND BUSINESS ENGAGEMENT ON ON-GOING INSTALLATIONS

Marketing/Promotion Working Group

- SOCIAL MEDIA MARKETING INPUT AND PLANNING
- SUMMER PROMOTIONS PLANNING
- ASSIST/HELP SUPPORT BUSINESS ENGAGEMENT IN EVENTS AND PROMOTIONS