



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

May 9th, 2023 | 5:30 p.m.

Council Chambers, Prescott Town Hall, and via Zoom

Attendance:

Board: Councilor Tracey Young, Councilor Ruth Lockett, Kevin Bunce, Blinda Campbell, Bonnie Pidgeon-Cougler, Johanna Freer, Terry Ghaney, Charity Moran.

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

Blinda Campbell called the meeting to order at 5:35 PM

2. Approval of the Agenda

Moved by Tracey Young, 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 Charity Moran, seconded by Ruth Lockett that the minutes dated April 11th, 2023 be accepted as presented.

CARRIED.

6. Financial Report

Moved by Kevin Bunce, seconded by Tracey Young that the Financial Report be accepted as presented.

CARRIED.

7. Committee Reports

- a. *Marketing and Promotions Committee*
- b. *Placemaking Committee*

Justin provided updates on both committee meetings, which both focused on activations for the Downtown during the summer months. The outcome of the meetings is to be discussed in Agenda Item 10.a.

8. Chair's Report

Blinda Campbell provided an update on activities she is involved in with the Chamber of Commerce for small business supports.

9. Staff Updates

- a. *BIA Coordinator Update*
 - i. *OBIAA Strategic Planning Update*

Justin updated Board members on the ongoing OBIAA Strategic Planning Training program being undertaken by Staff members and the Steering Committee. He reported that the Steering Committee had chosen to set a Fall timeline for the project, with the summer months used for data gathering.

- ii. *IHeartMainstreet Update*

Justin reported that the Board's application had been submitted to IHeartMainstreet related to a potential Downtown Art Installation.

- b. *Staff Updates*

- i. *Prescott Farmers' and Crafters' Market*

Justin reported on the Farmers' and Crafters' Market, which launches May 20th. During the Spring and Summer months, the Market will be located at the RiverWalk Promenade. He also informed the Board that Gabrielle Bériault would be serving as the Market Clerk this summer.

ii. *Prescott Pop-Ups*

Dana discussed the Pop-Ups grand opening and launch. The Grand Opening is scheduled for May 19th from 5 pm to 8 pm, with the Pop-Ups open Friday to Sunday thereafter through Labour Day. There are five seasonal vendors and two seasonal food trucks on site, with one location reserved for rotating vendors.

iii. *RiverWalk Promenade*

Staff reported on the opening of the RiverWalk Promenade, scheduled for May 19th. The Promenade will be open every weekend this summer, with special events scheduled for the long weekends.

iv. *Digital Main Street*

Justin introduced Taylor Prosser, the new Digital Main Street Coordinator for South Grenville. Taylor will be based out of the Museum & Visitor Centre in Downtown Prescott.

v. *Downtown Lighting Updates*

Dana provided an update on the Downtown Lighthouse Lights. They are to be installed throughout the downtown this month.

vi. *Downtown Business & Development Update*

Dana provided an update on businesses and developments throughout the town.

10. Agenda Items

a. *Parklet (Patio) Activations/Summer Promotions*

Moved by Terry Ghaney, seconded by Kevin Bunce That the BIA Board of Management allocate up to \$2,000 for entertainment related to the RiverWalk Thursdays summer shopping and downtown activation promotion.

11. Committee Roundtable

a. *New Business from Members*

i. *Resignation of Kevin Bunce*

Due to his decision to transition Forwarder's Antiques from a Brick-and-Mortar business to an online/home-based business, Kevin Bunce resigned

from the Downtown Prescott BIA Board of Directors. Blinda Campbell, Board Members, and Staff expressed their appreciation for Kevin's dedicated service to the BIA Board, and invited him to continue to find ways to stay involved in Downtown and Community Activities.

ii. Visitor Tracking

Tracey Young asked if staff could track visitor traffic. Staff provided an update on ongoing efforts to improve visitor tracking.

iii. Selfie Locations – Art Applications

Charity Moran raised the idea of selfie locations to improve interactive visits. She suggested locations and the idea to encourage visitors to tag us in their posts.

b. Upcoming Committee Meetings

i. Marketing and Promotions Committee – May 16th, 5:30 pm

ii. Placemaking Committee – May 23rd, 5:30 pm

12. Closed Session - Identifiable Individual

Moved by Kevin Bunce, seconded by Terry Ghaney that the Board of Management enter closed session Under Section 239(2)(b) of the Municipal Act - personal matters about an identifiable individual, including municipal employee; and That the Economic Development Officer and BIA Coordinator remain in the room for the discussion.

CARRIED.

13. Adjournment:

Moved by Charity Moran, seconded by Kevin Bunce that the meeting be adjourned to June 13th, 2023.

CARRIED.