



PRESCOTT BIA BOARD OF MANAGEMENT

AGENDA

May 12th, 2025 | 5:30 p.m.

Council Chambers, 360 Dibble Street West (2nd Floor), Prescott, ON

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 February 25th, 2025, be accepted as presented."*

6. Financial Report

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

7. Chair Updates

8. Committee Updates

9. Staff Updates

a. Staff Updates

i. BIA Coordinator Updates

1. Recent Events Update

2. UCLG Business Survey

ii. Downtown Business & Development Update

1. Downtown Beautification Update

2. Branding Strategy Update

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.

3. *Downtown CIP Projects*
4. *Business Milestones*
5. *Upcoming Events*
 - a. *Prescott Pop-Ups/Farmers' Market Opening Weekend*
 - b. *Prescott Porchfest*
 - c. *Prescott Ribfest & Sportman Show/Prescott Trolley*

10. Agenda Items

a. Sponsorship – Prescott Trolley

Recommendation: *"That the BIA Board of Management allocate \$500 to be a Platinum stop sponsor for the 2025 Prescott Trolley weekend."*

b. BIA Governance Review For Information/Discussion

c. Summer Events Committee For Discussion

11. Committee Roundtable

- a. *New Business from Members*
- b. *Upcoming Committee Meetings*

12. Adjournment

Recommendation: *"That the meeting be adjourned to June 10th, 2025 at 5:30 p.m."*

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.



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

February 14th, 2025 | 5:30 p.m.

Ruth Evanson Room, Prescott Town Hall, 360 Dibble Street West

Attendance:

Board: Councilor Tracey Young, Jeanne Fox-Dibble, Nicole Hudson, Kashyap Patel, Ashton Mayes

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

Vice-Chair Tracey Young called the meeting to order at 5:30 PM

2. Approval of the Agenda

Moved by Jeanne Fox-Dibble, seconded by Ashton Mayes, 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 Kashyap Patel, seconded by Jeanne Fox-Dibble that the minutes dated January 14th, 2025 be accepted as presented.

CARRIED.

6. Financial Report

Justin presented the Budget Update for January.

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

CARRIED.

7. Chair's Report

Vice-Chair Tracey Young discussed the Town's Branding Strategy. The Town of Prescott has engaged Alphabet Creative to develop updated branding for the Town, and will be releasing a survey shortly.

8. Committee Report

a. Working Group Meeting

Justin summarized the recent Working Group meeting, most of which will be covered in agenda items.

9. Staff Updates

a. Staff Updates

i. Promotion/Campaign Reviews – I Love Local and IWD 2025

Justin discussed the I Love Local and IWD 2025 promotions. Both received a great deal of engagement, and he displayed some of the content from the campaign.

ii. Upcoming Business Survey

Justin and Dana discussed an upcoming business survey to gauge the impact of tariffs on local businesses.

iii. Downtown Beautification Update

Dana and Justin discussed the installation of the Wayfinding signage, and highlighted the soon-to-be-installed mural and downtown business directory at the Clock Tower parking lot.

iv. Branding Strategy Update

Dana discussed the Rebranding project, and highlighted the upcoming stakeholder engagement led by Alphabet Creative.

v. Downtown CIP Projects

Dana informed the Board that applications are now being accepted for the 2025 CIP allocation.

vi. Downtown Business & Development Update

Dana provided an update on recent business openings and anniversaries, as well as upcoming events.

vii. Upcoming Events

Dana provided the Board information on upcoming events, including the Leo Boivin Showcase, Prescott Model Train & Toy Show, and Prescott Spring Home & Trade Show.

10. Agenda Items

a. Fiscal Reserve – Investment Options

Staff provided information to the Board on the potential to invest the BIA's reserve funds in high-interest savings accounts.

Moved by Jeanne Fox-Dibble, seconded by Ashton Mayes that the Board direct staff to transfer the Downtown Prescott BIA's Reserve Funds into High Interest Savings Accounts according to existing Town of Prescott procedures.

CARRIED

b. 2025 Sponsorships

A discussion was held concerning initial sponsorship requests for 2025.

Moved by Nicole Hudson, seconded by Kashyap Patel that the Board allocate \$250 to the Leo Boivin Showcase, \$250 to the Prescott Figure Skating Club Ice Show Program, \$500 to the Prescott Ribfest & Sportsman Show, \$250 to the Fort Town Night Run, and \$500 to Porchfest for 2025 Sponsorships.

CARRIED.

c. South Grenville Tourism Guide Advertisement

A discussion was held on placing an ad in the 2025 South Grenville Tourism Guide

Moved by Ashton Mayes, seconded by Jeanne Fox-Dibble that the Board approve \$175 to fund a Downtown Prescott advertisement in the South Grenville Tourism Guide.

CARRIED.

d. 2025 BIA Budget

The Board reviewed the proposed 2025 BIA Budget. Justin highlighted changes for 2025, including the introduction of Associate Member fees to revenue.

Moved by Jeanne Fox-Dibble, seconded by Nicole Hudson that the BIA Board of Management approve the 2025 BIA Budget to be presented at the 2025 Annual General Meeting.

CARRIED.

e. 2025 Annual General Meeting Planning and BIA Budget

The Board discussed planning and preparations for the 2025 AGM.

11. Committee Roundtable

a. New Business from Members

i. Board Governance Presentation

The Board was informed that there would be a presentation from staff at the next regular meeting on BIA Governance.

12. Adjournment

Moved by Jeanne Fox-Dibble, seconded by Kashyap Patel that the meeting be adjourned to April 8th, 2025 at 5:30 pm.

CARRIED.

Prescott BIA Budget - May 2025

Item	2025 Budget	2025 Allocated	Notes
Revenue			
BIA Levy	29,000	29,000	
Associate Membership Revenue	1,200	1,200	Pop-Up Vendors will be Associate Members
Total Revenue	30,200	30,200	
Expenses			
Administration			
Co-ordinator Expense	10,000	10,000	
Subtotal	10,000	10,000	
Marketing and Promotion			
Sponsorships	3,000	1,750	LBSC, PFC Ice Show, Ribfest, Night Run, Porchfest
Events	4,000	1,300	Business Networking; AGM
Promotions	2,000	250	I Love Local
Marketing/Advertising	1,200	175	SG Chamber Guide
Subtotal	10,200	3,475	
Physical Improvements			
Streetscaping Fund Transfer	3,000		
Public Art	2,000		
Other Beautification	5,000		
Subtotal	10,000	-	
Subtotal	30,200	13,475	
Total Operating Expenses	30,200	13,475	
Surplus / (Deficit)	-		

General Reserves	
Balance at January 1, 2025	30,652
	-
Balance at December 31, 2024	30,652
Less:	
2025 StopGap.ca	(4,000)
Remaining Balance	26,652

Streetscape Reserve	
Balance at January 1, 2024	15,000
Add: Transfer from 2024 Budget	3,000
Balance at December 31, 2024	18,000
Remaining Balance	18,000



STAFF REPORT TO BIA BOARD

Date: May 12, 2025

From: Matthew Armstrong, Chief Administrative Officer & Treasurer

Re: BIA Board Governance

Recommendation:

For information.

Background:

By-law 40-79 was passed to designate an Improvement Area in Prescott which included the following.

- Both sides of King Street from Edward Street to George Street
- Both sides of Water Street from Edward Street to George Street
- Both side of Centre Street from King Street to Water Street

The Board of Management for the Business Improvement Area in Prescott was established through By-law 41-79

By-law 54-86 was passed to enlarge the existing Business Improvement Area to include the following.

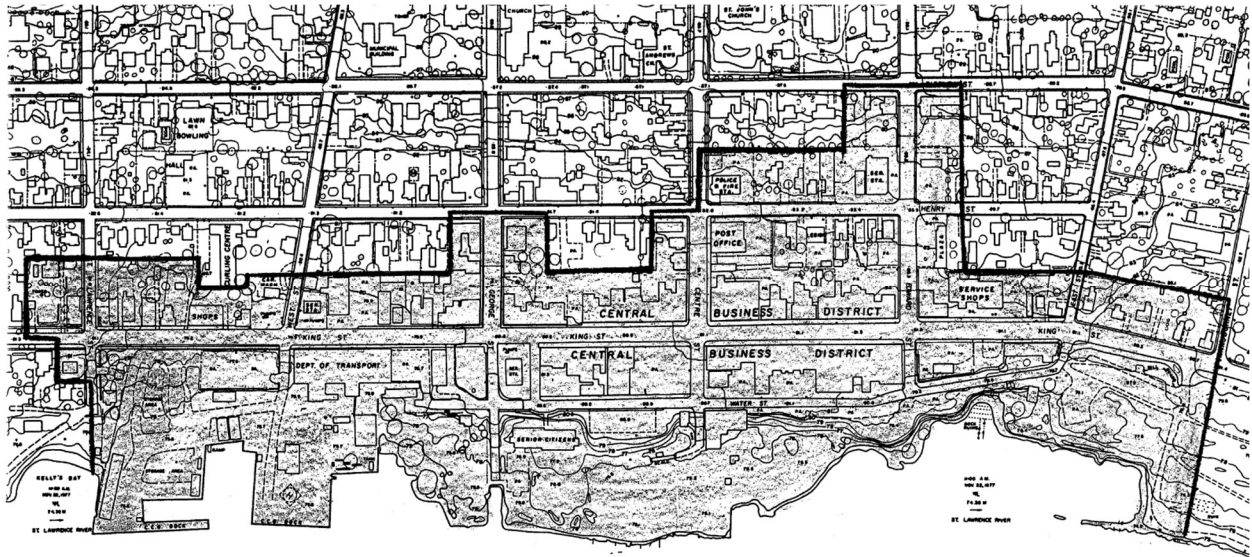
- All of King Street, both sides, from the antique and ice cream shops in the west, to its intersection with Vankoughnet Street
- All of Water Street, both sides
- Both sides of Henry Street, from Centre to Edward Street
- Edward Street, both sides, from Dibble to Water Street
- Centre Street, both sides, from Henry to Water Street
- George Street, both sides, from Henry to Water Street

The map below was included in the By-law for further clarification of the area.

PRESCOTT

EST 1784

THE FORT TOWN



Sections 204 to 215 of the Municipal Act, 2001 as amended, govern the Business Improvement Areas.

By-law 08-2019 was passed by Council to update the original By-law 41-79. This amendment was written by the Town's legal firm and addressed the following items.

- Definitions
- Align the Board's mandate with the Municipal Act, 2001
- Stipulate the number of board members
- Clarify Board membership, roles, and terms
- Stipulate the Procedural By-law for The BIA Board of Management which was included as Schedule A
- Stipulate that the BIA Board is to follow the Town's Procedural By-law and Employee Hiring Policy
- Further alignment of the By-law with the Municipal Act, 2001

Clarifications:

Q: Does the BIA area have to align with the Official Plan?

A: No, they are unrelated. The Official Plan is a planning document and is unrelated to the BIA function and purpose.

Q: Does the BIA area have to align with the zoning bylaw?

A: No, they are unrelated. The Zoning By-law is a planning document and is unrelated to the BIA function or purpose.

Q: Does the BIA area have to align with the Community Improvement Plan?



A: No, they are unrelated. The Community Improvement Plan is a program to provide incentives to property owners and tenants and is unrelated to the BIA function and purpose.

Q: Does the BIA have to follow the Town's Procedural By-law?

A: No, the BIA has a separate and distinct Procedural By-law which was included as Schedule A of By-law 08-2019.

Q: Is the Policies and Procedures Relating to Governance and Decision Making – BIA By-law 1.2018 still relevant to how the BIA functions?

A: No, BIA By-law 1.2018 was never approved nor passed by Council, and was subsequently superseded by the Council By-law 08-2019, which complies with the Municipal Act, 2001.

Q: What is the purpose of the BIA?

A: The purpose of a BIA is defined in the Municipal Act, 2001 as follows.

- to oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the area beyond that provided at the expense of the municipality generally; and
- to promote the area as a business or shopping area.

Current Situation

The Town and BIA have built a strong partnership that has been leveraged to make improvements in the BIA area that are above the level the Town could normally provide. This partnership has also been used to develop events and initiatives to draw visitors to Prescott and specifically the BIA area, to work, shop, and enjoy the multitude of amenities available. These two outcomes directly relate to the purpose of the BIA as identified in the Municipal Act.

Nothing that the BIA or Town has done or is currently doing takes away from the hard work, foresight, and accomplishments of those that came before. It is in fact building on the solid foundations laid in the past that is allowing Prescott to thrive and adapt to an every changing economic, technological, and social environment.

This has been discussed with Kay Matthews, Executive Director of the Ontario BIA Association and she concurs that the partnership that the Town and BIA have built here in Prescott is admirable and has directly related to our success.

Alternatives:

None.



Financial Implications:

None.

Environmental Implications:

None.

Attachments:

- By-law 40-79 – To Designate an Improvement Area
- By-law 41-79 – To establish a Board of Management for the Business Improvement Area in Prescott
- By-law 54-86 – To enlarge the existing Business Improvement Area
- Municipal Act, 2001 as amended Sections 204-215
- By-law 08-2019 – To amend By-law 41-79