



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

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

Council Chambers, Prescott Town Hall, 360 Dibble Street West

Attendance:

Board: Councilor Tracey Young, Jeanne Fox-Dibble, Nicole Hudson, Terry Ghaney, Ashton Mayes

Staff: Matthew Armstrong, 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 amended to move Item 10.b to follow the Financial Report.

CARRIED.

3. Declarations of Interest - None

4. Delegations/Presentations - None

5. Minutes of the Previous Meeting:

Moved by Nicole Hudson, seconded by Jeanne Fox-Dibble that the minutes dated February 25th, 2025 be accepted as presented.

CARRIED.

6. Financial Report

Justin presented the Budget Update for May.

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

CARRIED.

7. Governance Review

CAO Matthew Armstrong provided a report on BIA Governance, outlining the legal basis for the organization and its relationship with the Town of Prescott.

8. Chair's Report

Vice-Chair Tracey Young discussed partnerships that are growing between downtown businesses and the new Quality Inn Hotel & Suites..

9. Staff Updates

a. Staff Updates

i. Recent Events

Justin highlighted recent events, including the Model Train Show and the Prescott Spring Home & Trade Show.

ii. UCLG Business Survey

Justin discussed the UCLG Business Survey and encouraged businesses to complete it.

iii. Downtown Beautification Update

Dana 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. The consultants will be now moving towards the design phase.

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 Prescott Porchfest, Prescott Ribfest, Canine Watersports/Canada Day, and Beer Fest.

10. Agenda Items

a. *Prescott Trolley Sponsorship*

Moved by Jeanne Fox-Dibble, seconded by Ashton Mayes that the BIA Board of Management allocate \$500 to be a Platinum stop sponsor for the 2025 Prescott Trolley weekend.

CARRIED

b. *Summer Events Committee*

The Summer Events Committee was directed to meet to go over summer promotions and special events. Ashton Mayes agreed to join the committee.

11. Committee Roundtable

a. *New Business from Members*

i. *No new business was raised.*

12. Adjournment

Moved by Jeanne Fox-Dibble, seconded by Kashyap Patel that the meeting be adjourned to June 10th, 2025 at 5:30 pm.

CARRIED.