



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.