



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

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

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

Attendance:

Board: Councilor Tracey Young, Councilor Ray Young, Jeanne Fox-Dibble, Nicole Hudson, Ashton Mayes, Cindy Casselman.

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 Ashton Mayes, seconded by Jeanne Fox-Dibble that the minutes dated May 13th, 2025 be accepted as presented.

CARRIED.

6. Financial Report

Justin presented the Budget Update for August.

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 thanked Staff & Board Members for the work on the King Street Promenade, and the financial support that the Board of Management provided. She discussed positive feedback from

8. Committee Report

a. Working Group Meeting

Justin summarized the May 21st working group meeting, which finalized the RiverWalk Rewards program, and the July 15th meeting, which finalized the King Street Promenade.

9. Staff Updates

a. Staff Updates

i. Items Approved via Email

The Following Items were approved by a Majority Vote of Members via email due to their time sensitive nature.

- a. Summer Loyalty Program- \$1,500*
- b. St. Lawrence Shakespeare Festival Ad - \$187.50*
- c. Fireworks Sponsorship- \$500*
- d. King Street Promenade Expenditure - \$5,000*

Moved by Jeanne Fox-Dibble, seconded by Ray Young that the BIA Board of Management approve those decisions made via email since the last meeting.

CARRIED.

ii. Governance Update

Justin informed the Board of Management that video of Prescott CAO Matthew Armstrong's report on BIA Governance was now available on the BIA's website for viewing.

iii. Summer Events Updates

- 1. Downtown Rewards Program*

Justin outlined the Downtown RiverWalk Rewards program, highlighting the 25 participating businesses and the Prize Fund. The promotion will run until August 31st.

2. King Street Promenade

Staff highlighted a successful day at the 2025 King Street Promenade. Initial estimates showed over 3000 people visited during the event. Justin presented Environics data to show the impact of the 2024 event on sales & business activity, and noted that event had around 1200 visitors, meaning the impact should be much larger in 2025.

iv. Explore Prescott TikTok Series

Staff highlighted the on-going summer TikTok series that visits downtown visitors.

v. Branding Strategy Update

Dana discussed the Branding Strategy led by Alphabet Creative, and discussed next steps.

vi. Downtown CIP Projects

Dana highlighted three new Downtown CIP Projects, including signage at RiverWalk Footcare.

vii. Downtown Business & Development Update

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

viii. Upcoming Events

Dana provided the Board information on upcoming events, including the Porchfest 2.0 and Small Business Week 2025.

10. Agenda Items

a. Fall/Seasonal Working Group Planning Session

The Board discussed planning for Fall and Seasonal Promotions, as well as October's Small Business Week celebrations. It was decided that the Working Group would meet to begin planning on Tuesday, August 19th.

b. New Member Recruitment

The Board discussed strategies for filling Board vacancies. Justin will start a social media campaign to solicit new members.

11. Committee Roundtable

a. New Business from Members

i. Meeting Locations/Ideas

The Board discussed the possibility of rotating the meeting to different Downtown locations to help generate interest in the Board's activities. Nicole Hudson agreed to host the next meeting at Katarina's Coffee Shop.

b. Upcoming Committee Meetings

i. Working Group Meeting – August 19th at 5:30 pm

12. Adjournment

Moved by Cindy Casselman, seconded by Jeanne Fox-Dibble That the meeting be adjourned to September 9th, 2025 at 5:30 p.m at Katarina's Coffee Shop.

CARRIED.