



PRESCOTT BIA BOARD OF MANAGEMENT

Minutes

September 17th, 2024 | 5:30 p.m.

Council Chambers, Prescott Town Hall, 360 Dibble Street West

Attendance:

Board: Councilor Tracey Young, Belinda Ballentine, Jeanne Fox-Dibble, Holly Patenaude, Nicole Hudson, Terry Ghaney.

Staff: Dana Valentyne, Justin St. Pierre.

1. Call to Order

Vice-Chair Tracey Young called the meeting to order at 5:34 PM

2. Approval of the Agenda

Moved by Nicole Hudson, seconded by Jeanne Fox-Dibble, 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 Holly Patenaude, seconded by Nicole Hudson that the minutes dated August 13th, 2024 be accepted as presented.

CARRIED.

6. Financial Report

Treasurer Nicole Hudson presented the Budget Update for August

Moved by Holly Patenaude, seconded by Belinda Ballentine that the Financial Report be accepted as presented.

CARRIED.

7. Chair's Report

Vice-Chair Tracey Young highlighted the successful Upper Canada Folk Fest held on August 24th. She also noted the ongoing planting and revitalization at the Coast Guard gardens.

8. Staff Updates

a. Staff Updates

i. Summer Season Wrap-Up

Justin highlighted tourism season activities such as the RiverWalk Thursdays, Prescott Pop-Ups, Summer Passport, and Farmers' and Crafters' Market season. He noted that the Promenade had concluded for the season, and that the RiverWalk Patios would remain in place until Thanksgiving.

ii. Business View Feature

Staff brought to the Board's attention the recent profile of Prescott in Business View Magazine's July Issue. This magazine is distributed across North America. The Board was told they could read the article through the following link: [Prescott ON \(businessviewmagazine.com\)](https://businessviewmagazine.com)

iii. Small Business Week 2024

Staff outlined ongoing discussions with groups such as CF Grenville and the South Grenville Chamber to host events for Small Business Week 2024. The Board held a discussion concerning a potential BIA event. Staff was directed to poll businesses by email for their preferences for topics.

Moved by Holly Patenaude, seconded by Jeanne Fox-Dibble that the Board allocate \$1000 towards costs associated with a Small Business Week event.

CARRIED.

iv. Downtown Business & Development Update

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

9. Agenda Items

a. Halloween Town – October 26th

Moved by Belinda Ballentine, seconded by Holly Patenaude that the Board allocate up to \$1000 to Halloween Town activations at the Prescott Pop-Ups and throughout the Downtown.

CARRIED.

b. Seasonal Events & Promotions Working Group

Moved by Jeanne Fox-Dibble, seconded by Belinda Ballentine that the Board establish a Seasonal Events & Promotions Working Group for Fall and Christmas promotions, and that Jeanne Fox-Dibble and Tracey Young be appointed to the group.

CARRIED.

c. Bilingual Welcome Signage

Moved by Jeanne Fox-Dibble, seconded by Holly Patenaude that the BIA Board of Management allocate \$500 to assist with the purchase of Bilingual Welcome Signage.

CARRIED.

d. Municipal Rebranding Strategy Discussion

Moved by Jeanne Fox-Dibble, seconded by Holly Patenaude that the BIA participate in the Municipal Rebranding Strategy Discussion and provide a Letter of Support to the Town of Prescott.

CARRIED.

10. Committee Roundtable

a. *New Business from Members*

i. Prescott Postcards

Nicole raised the idea of an individual-driven Postcard Marketing campaign focusing on leveraging individual experiences as part of a vouching campaign to encourage visitation.

11. Adjournment

Moved by Holly Patenaude, seconded by Jeanne Fox-Dibble that the meeting be adjourned to October 7th, 2024 at 5:30 pm.

CARRIED.