



## PRESCOTT BIA BOARD OF MANAGEMENT

### Minutes

July 11<sup>th</sup>, 2023 | 5:30 p.m.

Council Chambers, Prescott Town Hall, and via Zoom

#### Attendance:

**Board:** Councilor Tracey Young, Councilor Ruth Lockett, Blinda Campbell, Bonnie Pidgeon-Cougler, Natalie Sobhie, Nicole Hudson, Terry Ghaney, Nitesh Naidu.

**Staff:** Dana Valentyne, Justin St. Pierre.

1. Call to Order

*Blinda Campbell called the meeting to order at 5:30 PM*

2. Approval of the Agenda

*Moved by Nicole Hudson, seconded by Natalie Sobhie, 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 Nicole Hudson, seconded by Ruth Lockett that the minutes dated June 13<sup>th</sup>, 2023 be accepted as presented.*

**CARRIED.**

## 6. Committee Reports

- a. *Marketing and Promotions Committee*
- b. *Placemaking Committee*

*Justin provided updates on both committee meetings, which both focused on activations and potential fall events to extend the tourism season.*

## 7. Financial Report

***Moved by Nicole Hudson, seconded by Bonnie Pidgeon-Cougler that the Financial Report be accepted as presented.***

**CARRIED.**

## 8. Chair's Report

*Blinda Campbell provided an update on activities she is involved in with the Chamber of Commerce for small business supports, including the recent breakfast event with the MP and upcoming event with the MP.*

## 9. Financial Report

***Moved by Nicole Hudson, seconded by Bonnie Pidgeon-Cougler that the Financial Report be accepted as presented.***

**CARRIED.**

## 10. Staff Updates

- a. *BIA Coordinator Update*
  - i. *RiverWalk Thursdays*

*Justin provided an update on RiverWalk Thursdays, including the first two Thursdays. He reported that a number of businesses were staying open during the evening, and a number were hosting in-store activations.*

- ii. *Accessibility Options – StopGap.ca*

*Justin presented on the StopGap.ca program, which will now build and ship to businesses to provide temporary or “stop gap” accessibility options for main street locations. The Board requested that staff investigate and report back on potential costs at the July meeting.*

- iii. *IHeartMainstreet Program*

*Justin reported that costs associated with the potential mural project were much higher than anticipated, and recommended the Board pursue a scaled down project. He will follow-up with IHeartMainStreet and report back at the July meeting.*

iv. *Canada Day in Prescott*

*Justin provided an update on the*

b. *Staff Updates*

**11. Agenda Items**

a. *EnviroNics Analytics – Visitor Tracking*

*Dana and Justin presented details on the EnviroNics Analytics – Visitor Tracking program and the ways in which the data could be used.*

***Moved by Natalie Sobhie, seconded by Nicole Hudson that the BIA support a 6-month (50 credit) software license subscription with EnviroNics to obtain resident/visitor analytics data for the Town of Prescott, with a BIA contribution of \$2,000 towards total costs of \$14,105.”***

**12. Committee Roundtable**

a. *New Business from Members*

i. *Councillor Young suggested that planning for Christmas activities should begin soon to replicate the success of the Canada Day events. Board members discussed Christmas ideas, including a Christmas activation for the Pop-Ups. The idea was referred to the Marketing and Promotions Committee.*

b. *Upcoming Committee Meetings*

i. *Marketing and Promotions Committee – July 18<sup>th</sup>, 2023*

ii. *Placemaking Committee – July 25<sup>th</sup>, 2023*

**13. Adjournment:**

***Moved by Natalie Sobhie, seconded by Nicole Hudson that the meeting be adjourned to August 8<sup>th</sup>, 2023.***

**CARRIED.**