



**DOWNTOWN PRESCOTT BIA BOARD OF MANAGEMENT
MINUTES**

**January 21, 2026
5:30 pm
Council Chambers
360 Dibble St. W.
Prescott, Ontario**

Present Tracey Young, Nicole Hudson, Terry Ghaney, Ashton Mayes,
Jeanne Fox Dibble, Ray Young

Staff Dana Valentyne, Manager of Economic Development and
Tourism, Justin St. Pierre

1. Call to Order

Vice-Chair Tracey Young called the meeting to order at 5:32 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 Terry Ghaney
Seconded By Ray Young

That the minutes dated September 9th, 2025, be accepted as presented.

Carried

6. Financial Report

Justin presented the Board's provisional year-end budget for 2025. The final reconciled year-end financial statement will be presented at the February Board meeting.

Moved By Jeanne Fox Dibble
Seconded By Terry Ghaney

That the Financial Report be accepted as presented.

Carried

7. Chair's Report

Vice-Chair Young provided an update on a variety of recent activities.

8. Staff Updates

8.1 Coordinator Updates

1. Downtown Holiday Promotions Review

Justin provided an overview of BIA promotions over the Holiday season, including the Dining, Gift, and Celebration guide & the Holiday in Downtown Prescott suggestive marketing. It was noted that when individual businesses share the promotions they are mentioned in, it increases the reach of the products for everyone, and encouraged businesses and Board members to do so.

8.2 Staff Updates

1. Branding Strategy Update

Dana provided an update on the Town Branding Strategy, noting the BIA's involvement. New marketing materials will be produced and members will see the new branding across social media soon.

2. Downtown Beautification Update

1. "A Brush with Prescott" Mural & Business Directory

Justin discussed the installation of "A Brush with Prescott", the BIA's new downtown mural, and the associated new directional signage and downtown business directory. He noted the partnerships involved, including local artist Marnie Froats (Studio Marnie), photographer and BIA Board member Ashton Mayes (AMayesZing Photography), and Uptown Business District business MD Graphics. Introduced alongside the mural was a new Downtown Public Art page on the BIA website.

3. Downtown Business Updates, Events, & Celebrations

Dana highlighted downtown business anniversaries and openings, as well as upcoming events that businesses may be interested in. As well, she provided a year in review of business activity in the Downtown.

4. CIP Update

Dana provided the Board with an overview of the CIP program's impact since inception, as well as some sample recent projects.

9. Agenda Items

9.1 2026 Budget

The Board discussed different potential strategies for the 2026 Budget, including reallocation between categories. It was decided that a special

AGM & Budget working group would meet and present back to the Board at the February meeting.

Moved By Ashton Mayes
Seconded By Ray Young

That an AGM & Budget Special Working Group be established for AGM planning and to draft the 2026 Budget, and that Tracey Young, Ray Young, Ashton Mayes, and Jeanne Fox-Dibble be appointed to the group.

Carried

9.2 2026 Sponsorships

Moved By Jeanne Fox Dibble
Seconded By Ashton Mayes

That the Board approve \$250 to sponsor the Prescott Figure Skating Club Ice Show and \$250 to sponsor the Leo Boivin Showcase.

Carried

9.3 ROD Program Application

Moved By Ray Young
Seconded By Jeanne Fox Dibble

That the Board allocate up to \$40,000 from General Reserves to support the Town of Prescott's Rural Ontario Development Program application, pending Town allocation and application approval.

Carried

9.4 Meeting Calendar 2026

The Board discussed the 2026 Meeting Schedule, in light of the difficulty getting quorum. It was decided that, given the success of the Board meeting at Katarina's in September that the Board would continue to try to rotate meetings amongst Downtown Restaurant, and that the next be hosted on February 11th at 5:30 pm at the Wok House.

9.5 International Women's Day 2026

The Board discussed opportunities to collaborate with the 2026 IWD event hosted by LG Small Business.

Moved By Ray Young
Seconded By Jeanne Fox Dibble

That the Board allocate \$200 for the purchase of two tickets to the 2026 International Women's Day event hosted by LG Small Business, and that the Marketing Special Working Group meet to decide the parameters for the contest to award the business owner ticket.

Carried

9.6 2026 OBIAA Conference

Moved By Ray Young
Seconded By Terry Ghaney

That the Board of Management allocate \$2500 for costs associated with the BIA Coordinator attending the 2026 OBIAA Conference in April.

Carried

10. Committee Roundtable

No discussion.

11. Closed Session

Moved By Terry Ghaney
Seconded By Jeanne Fox Dibble

THAT the Board of Management move into Closed Session at 7:07 p.m. to discuss matters pertaining Board Recruitment under Section 239(2)(b) under the Municipal Act - personal matters about an identifiable individual; AND that the Manager of Economic Development and Tourism, and the BIA Coordinator remain in the room.

Carried

12. Rise & Report

Vice-Chair Tracey Young reported that direction had been provided to staff concerning Board recruitment.

13. Adjournment

Moved By Ray Young

Seconded By Jeanne Fox Dibble

That the meeting be adjourned to Wednesday, February 11th at 5:30 pm at the Wok House.

Carried