



Downtown Ingersoll
Business Improvement Area



**Ingersoll Business Improvement Area (BIA) - Minutes
Monthly Board Meeting – Tuesday, October 14, 2008
JC Herbert Room**

Attendance: Mike, Sue, Gord, Bob, Melanie, Pauline, Butch, Bill, Dianne
Guests: Erbie Barlett,

**Welcome / Introductions – Mike Bowman Chair
Meeting called to order - 7:10 p.m.**

Additions to October Agenda:

Ontario Investment Fund – Dianne > defer to November meeting

Here in Ingersoll - Deadline October 24th

Meter Post Baskets – Lenore's costs (handout)

Dates to Remember:

- Chamber Breakfast on November 19th at 7:00 a.m. / Masonic Hall
- Laurie Hawkins – Seminar on Counterfeit, Robbery Prevention / Hot Call line – Workshop – November 25th @ 7:45 a.m. in Council Chamber
- Jeff Thom – November 4th or 6th / 2 Dates – 7 p.m. / extinguishers need to have 1 unit for 4/5 people

Approval of Agenda October 14, 2008

Motion - / Seconded

Carried

Treasurers Report - Gord has asked that all three pages be added next month.

Motion – Butch / Seconded Bob

Carried

Invoices Approved -

Motion - / Seconded

Carried

Correspondence

Dianne – None at this time.

Committee Reports – 6 Ingersoll Festivals

RibFest - Nothing new to report at this time.

Communities in Bloom – Gord wants to send CIB a thank you letter for all their work and congratulations for winning National Award in our population category.

ACTION – Bill will compose letter.

Trails Committee – Nothing new to report at this time.

Canterbury Folk Festival – (10th Anniversary July 09 to 12, 2009!) – Nothing new to report at this time.

Harvest Fest – Nothing new to report at this time.

Festival of Lights - Midnight Madness (Nov. 20/08) - More info to follow next month.

Downtown revitalization and façade program – Nothing new to report at this time.

ICOPPS – Next meeting is on November 4th at Hurley's Independent (upstairs) and will be discussing 911 Bob reported.

Murals and Hoardings – Steve from Steve's Electric will be going out next week to measure the windows. Bill reported that a critical path chart will be formed.

BIA newsletter – Mike/Bill to check into this.

Ingersoll BR+E 2008 Project – Next month Bill reported that he will have more information to share on this.

BIA / Fusion Youth Centre Downtown Recycling Project – Nothing new to report at this time.

New Business

Christmas Calendar – Revisions will be made to the store hours for December 8 – 24th with extended store hours (9-8 p.m.) but Board was advised that not all store owners adhere to these hours.

November 20th – some members felt the name should be changed from “Midnight” to “Moonlight” to reflect that stores don’t stay open until midnight but decided to keep the status quo. Santa’s Village is November 21st not 28th. Mike will make revisions to the Christmas calendar and give the Board a new revised copy at November meeting.

Bill will go over the Welcome Packages at November meeting.

Heart FM will advertise Santa’s Village with tag line to visit Downtown Ingersoll.

Garland will be decorated throughout our downtown businesses. Mike will call Bonnie at Floral Occasions to give the okay for this year and thanks to Butch for all his hard work on this yearly project.

Bridge Closure signs – Thames Street bridge will be replaced but hydrology tests are still to be done, which should be completed by the end of December. Gene, Engineering will have detour signs put up. Gord suggested 3 detour signs around the bridge to not hamper shopping downtown. Mike suggests a permanent sign for shopping BIA area. Bill reports that money was put in the budget to do signage. With the new overpass, the BIA needs directional signage sooner than later. Bill reports, that everyone’s comments and concerns are in motion.

Advertising opportunities – BIA Winterfest / Winterlights, Bill asks if everyone is interested in. Options by Ingersoll Time

Also, information on the web is \$75.00/year time

Bill asks Board if they want to continue with having a Bylaw Enforcement Officer to monitor the parking downtown. The Board had consensus to carry on with parking enforcement as complaints come in very soon after we don’t have the parking enforced.

Ontario Cultural Attractions Fund – this is a \$250,000 grant that 35% has to be paid back over a timeframe.

Festivals Meeting – October 16th

REDISCOVER Ingersoll Project 2008 / 2009 – (wedding packages, passport and prizes)

Gord explains this is a simple solution for customers to participate in. The cards will be mailed to all residents and through the Oxford Review. The grand prize is \$2,000. Bob suggested having 2nd, 3rd prizes as well and perhaps have BIA Bucks mixed in also.

Motion by Mike to investigate. **Seconded** by Gord.

Carried

Meeting Adjourned - 9:00 p.m.