



Ingersoll Business Improvement Area (BIA) - Minutes
Monthly Board Meeting - Tuesday September 09, 2008
JC Herbert Room

Attendance: Mike, Sue, Cathy, Gord, Lloyd, Bob, Bill, Dianne

New Attendee: Tony Ferris Sr. (Anthony's Meats)

Guest: Leah Ledgley, District Manager, Easter Seals of Ontario

Welcome / Introductions – Mike Bowman Chair

Meeting called to order - 7:10 p.m.

Presentation - *Rolling Wheels for Easter Seals & PowerPlay Saturday July 11, 2009*

Leah presented an Easter Seals DVD on their summer camp. Leah enlightens the Board to the cost of a wheelchair which is about \$6,000. She commented on how the Motorcycle Ride held at Cherry Bomb's parking lot was successful despite the rainy weather. Easter Seals Committee intends to move the event to a safer spot concerning traffic flow. Paula, Crabby Joe's will be donating food at a booth. Would like to have an activity centre where riders meet. Also, there is a youth Battle of the Bands (IDCI/Tillsonburg/Woodstock high schools) with a prize of recording studio time.

Leah is asking permission to close King Street (across from municipal lot) through to Thames Street North during the Canterbury Folk Festival.

ACTION - Mike suggested that Ted Comiskey be notified, but Board felt it should not be a problem with Canterbury Folk Festival committee agreeing to this.

Approval of Agenda September 09, 2008

Motion - Gord / Seconded Sue

Carried

Approval of Minutes July 08, 2008

Motion - Gord / Seconded Bob

Carried

Treasurers Report

Gord explained the RibFest was run under budget this year successfully at approximately \$4,000. RibFest was being run in the past and if the Board wants an outside body to run RibFest again that a tighter control must be achieved.

Invoices Approved - Heart FM \$472.50 / Oxford Media Group \$420.00 /
Oxford Shopping News \$519.75 / Londoner \$294.00 /
Gord Hardcastle (07 Audit) \$1,575.00

Motion - Cathy / Seconded Lloyd

Carried

Correspondence

Dianne - asked Board if they would take an Oxford Cancer Society, Breast Cancer Donation box displayed in their stores. Will coordinate this with Chamber of Commerce and do a global web broadcast to members.

Note & File - Downtown Information Newsletter generated by U.S. firm (no interest).

Dianne circulated thank you letter and receipt from Shriner's for RibFest donation of \$1,260.00.

Committee Reports – 6 Ingersoll Festivals

Bill asked Board if they would like names associated with the various festivals. Gord suggested that they bring forth the request to the October meeting.

RibFest - Nothing new to report at this time.

Communities in Bloom –

Dianne spoke with Bonnie and the Parks & Rec. would like another year to assess the watering of new self-watering hanging baskets as they seem to have been over watered this year.

The judges wanted to know what was being done in the Oxford Street parking lot as the 2007 judges commented on the unsightly look. Bonnie wanted to know if Board would be in favour of lattice work (3-4' high) with climbing vines along laneway. Board decided time should be spent on the unruly ground cover in the beds before any new work is to be done. CIB would like to work in conjunction with BIA on any projects they have suggestions on. One project Gord mentioned is the Post Office fence needs work, as CIB planted vines in past and they keep getting cut down. Gord has concerns with the self-watering baskets and does not want any new developments in Spring 2009 with respect to new projects when other areas still need attention.

Mike announced that he and Charlene will be attending the CIB National Awards in Lethbridge, Alberta with the CIB Co-chair, Peter Abel late September.

ACTION - Letter to Bonnie

Trails Committee - Meeting Date is _____

Bill spoke on behalf of Trails Committee's new member from Nanaimo, BC. Her suggestion was having downtown banners created by area youth at no cost to the BIA at this time. Mike was concerned about Erie Thames volunteer hours being close to being done for this year.

ACTION - Bill will investigate this further with James and will get back to BIA with a report.

Canterbury Folk Festival – (10th Anniversary July 09 to 12, 2009!)

Lloyd commented that business was poor this year during the Canterbury Folk Festival. People didn't seem to wander north of the Gazebo. Actually for both festivals (Harvest Festival also) this year. Cathy commented that the rainfall during the Canterbury weekend didn't help. Gord remarked that business was very good for his business. Bill spoke on the two grants that he has applied for on behalf of Canterbury; \$15,000 and \$500, which will in turn go to make this a 4-day event.

ACTION - Bill will note Lloyd's comments for next year's event.

Harvest Fest – Date TBA

Mike commented about the disappointment that the area churches did not serve back bacon on a bun that was promised. Some complaints about the Shriner's Parade during the Harvest Festival, as some felt it hampered people being able to shop the downtown core. Crowds were not big for parade, but it was the rain date for the Shriner's Parade therefore it was carried through with.

Not enough tables were available. Some problems at Centennial Park i.e. exhibitors and shuttle bus did not show up. Mike commented that he hears that one day is not worth the vendor's time & gas. Out of town vendors will be in Centennial Park 2 days next year. Also, we need to invite BIA merchants to set up tables if they wish. Going to move the street dance/beer tent to the downtown. It allows more security/policing having it in one area.

Need to close Charles Street from 6:00 am - 6:00 pm and bring in kid's rides/amusements at Gazebo area as opposed to having the rides at Centennial Park, as it is a major safety concern.

Lloyd recommends not closing Thames Street

Bill suggests the Saturday be looked at for new, fresh ideas and perhaps broaden the Committee's scope. The two issues are 1) Security/Parking 2) Medical and Liability is becoming an issue. Staff Sgt. Glyn Parsons said it would be easier if they had everything in one area for policing.

ACTION - Bill is addressing issue on lack of tables and chairs through securing quotes and present. (The Canterbury Committee will address other concerns for 2009 venue.)

Festival of Lights - Midnight Madness (Nov. 20/08) and Christmas Parade (Nov.15/08)

The retailer's breakfast is going to be November 19th. Everything is on track and they will have the usual ceremonies with Ted Comiskey as Emcee.

Passport to Arts 2008 – October 2008***

This is a first for Ingersoll and this is a vehicle for celebrating Arts & Culture in the community. It is a time to promote what they do; Fusion, culture, Schools. If one visits the theater they receive a stamp in their "passport". At the end of the month there will be prizes for the most visits etc. Keep an eye out for this!

Committee Reports - Other

Downtown revitalization and façade program - Bill commented that they will be looking at this.

ICOPPS - Bob reports that the speaker they had was a Superintendent from the Elgin Middlesex Youth Correction Centre in London and he presented what items are issued to the youth upon their arrival once incarcerated.

Murals and Hoardings – Bill reported we are waiting on measurements done by Parks & Recreation staff. Looking at the windows above McKim's, Dorothees, IOOF, Mobility First, Ingersoll Jewelers. Lloyd says he receives nothing but good comments about the murals above Jacks.

Ingersoll Recreation Trails Committee - Council is invited to attend meeting on October 2nd at 7:00 pm.

BIA newsletter – Mike reported that 70% of content has been submitted. Mike needs dates to announce the Counterfeit money information seminar. Jeff Thom will have an extinguisher use information session most likely around 7:00 pm in the near future.

Ingersoll BR+E 2008 Project – Bill reports that 60 businesses have been interviewed. Analysis is now being done. The group of volunteers will be meeting to do analysis. Taking the concerns and questions to the Public Meeting on September 23rd. Report to Council on October 6th. The names of the businesses involved will remain confidential to the public.

BIA / Fusion Youth Centre Downtown Recycling Project - Mark Kaufman at Fusion is looking at new recycling containers at the cost of \$10,000. We have decided not to use what the kids suggested during their presentation a while back due to deterioration. Will be using the cement BIA logo (the BIA/Town mould is still available according to John Phillips) on the containers as they will last 20-30 years unlike the plastic which deteriorate quickly. The lids will be specially made. Takes about 6 weeks to produce. Fusion is to raise \$1,000. There will be 2 sets of inserts with 3 compartments. Parks Department will go into Memorial Park with trucks to pick up recycling.

ACTION - BIA to purchase recycling containers that will be placed in BIA downtown core, Dewan Park & Fusion Centre.

Motion Gord. **Seconded** Cathy

Carried

New Business

Tricon Films & Television Toronto - "*Your Town*" factory on the Discovery Channel will be visiting many small towns. They will be doing a "factory makeover". Coming into the area in the late Fall. And they will make it a "green" building. So everyone you may see a camera crew through the town and some personal interviews will be done also.

Ontario Cultural Attractions Fund - meeting is September 10, 2008. Bill explained this will be major advertising dollars - grant money for our Town. There will be a coordination of an advertising campaign with Hamilton and surrounding areas.

Festivals coordinating meeting - October, _____, 2008 (TBA)

(*Event Template* and chair / table prices)

Bizpal Project 2008 / 2009 - sponsored by Ontario government. Visiting Ingersoll. It's a One-Stop Shopping for people opening up a new store. Bylaws and agreements are on their system. Very helpful with everyone you are supposed to contact for a new start-up.

University of Waterloo – investigating downtown properties for heritage. They have been here twice now. They convert buildings into condos/lofts/business. They are in the business of maintaining the current architectural design and gut the interior to sell it.

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

BIA welcoming packages to new businesses when they arrive. Give them a package and bring them a plant for example. Give them numbers i.e. Small Business Support Centre, Chamber of Commerce, garbage pick up day, BIA Events and Board of Directors names/contact numbers and information about BIA Bucks.

Mike asked for any feedback on the new BIA map that was printed. No one had particular information or dissatisfaction like the one printed a few years back.

Need to educate the business owner/managers on how the BIA bucks is tender in Town. There are many disgruntled owners and they are not honouring them - need to inform.

Christmas Calendar - Mike working on it currently. And the date for longer store openings is December 8th (9-9 pm) and 12-5 pm on three Sundays before Christmas.

Meeting Adjourned - 10:00 p.m.