



Ingersoll Business Improvement Area (BIA)

Minutes – Meeting Notes

Monthly Board Meeting

Tuesday July 9, 2013

7:30 pm - JCH Boardroom - Town Hall

Board Member	Attendance
Mike Bowman – President	Present
Sue Reintjes	Present
Richard Hamilton	Regrets
Bob Mott	Present
Tony Scott	Regrets
Councilor Gord Lesser	Present
Kathleen Young	Present
Lisa Janssen	Present
Will Prinzen	Regrets
Vicki Gydov – Staff	Present
Kale Brown - Staff	Present

1. Welcome/Introductions – Mike Bowman

Meeting called to order at 7:30 pm

2. Approval of BIA Agenda of July 9, 2013

Moved by Sue / Seconded by Lisa – Carried

3. Approval of BIA Minutes June 11, 2013

- Previous approved Minutes circulated and will be posted to the website upon approval Minutes circulated.

Moved by Gord / Seconded by Bob - Carried

4. Business arising from BIA Minutes June 11, 2013

Discussion around ribfest format. After the success of this year in terms of weather and turnout for the event, it is still an event with a considerable net cost to the BIA. It was discussed that discussion at year end should investigate other formats for the event which would possibly cover costs at least, be protected from adverse weather and still

be a successful event. Mentioned the possibility of a silent auction. Spoke about closing St. Andrews Street instead of Thames Street in the future. Spoke about having Ribfest or Burgerfest at the Arena instead of downtown.

5. Financial Statements and Report to May 31, 2012

- Invoices to June 30, 2013
Passed around and Kale explained a few points.

6. Election of Officers

It was noted that the President of the BIA has to be the President but that there could be a Vice President in case the President can't make a meeting. Nominations were taken for whom could be Vice President and Kathleen Young was nominated and accepted the nomination.

It was suggested that there be a back up Secretary and Sue Reintjes was nominated and accepted the nomination. Moved by Gord / Seconded by Lisa.

It was suggested that Lisa Janssen be nominated as Treasurer Liaison.

Kale mentioned that the temporary Admin Assistant position for the Economic Development Dept. will be changing (becoming a permanent/salaried position) and working more closely with the museum but also continuing to assist the BIA and EDO.

7. Correspondence

- Façade Loan Application Received

Application received from Tony & Gus Hairstyling – Application was accepted.

-OBIAA association membership forms – Renewal? – It was decided to renew.

8. Committee Reports – Ingersoll Festivals and Special Events

- Ribfest Review – Breakdown of this year's results
There was a discussion of costs involved and relevance and what to do next year.
- Burgerfest update – confirmation of format
There was a discussion of what to do this year and it was decided that a committee would take over the planning. Gord and Lisa will organize and plan and execute the event. Vicki will send out a letter to the restaurants to see who might be interested in participating and then once we know who is interested, Gord and Lisa will plan a meeting with them to discuss pricing, etc for the gourmet burgers. It was discussed that restaurants could set their own pricing and that they would provide their own tents, etc. Gord will look into getting free entertainment by talking with Ted Comiskey about any interested bands, artists, etc. It was suggested bringing back Gateway to Children's Village, Lion's Club Beer Tent, picnic tables, Fusion and community groups downtown as well as the Sidewalk Sale.

9. Advertising

- Radio advertising plan for Heart FM – Gord to update on progress (Fire Fighters and Canterbury Folk Festival said that they would purchase some ads.)
- Invoices for the web business card adverts – Have never been sent out in the past, please confirm the amount you wish to charge. (It was discussed that the ads would run between 3-6 mos. and that they would be \$25 each a year but that they would

wait until 1/1/14 to make decision for changing them or charging for them. Someone will have to contact the businesses to see if they would like to have an ad.

10. Any Other Business

- Jamie Cunningham – Return visit Thursday Sept 5th or Tuesday Sept 10th and Autumn program for a group of businesses
With the previous success of the seminar with Jamie Cunningham and that they would like to have him return. There was a discussion to assemble a consultation group. It was suggested to have Jamie Cunningham back on September 10, 2013.
-Invoices were reviewed and approved.

11. Adjournment

NEXT MEETING – Tuesday August 13, 2013

It was decided that the next meeting would not be on Tuesday, August 13th but that it should wait until Tuesday, September 17, 2013.

Meeting adjourned at 9:45 pm.