



Ingersoll Business Improvement Area (BIA)

Minutes

Monthly Board Meeting

Tuesday, February 13, 2018

6:30 PM – JC Herbert Room – Town Hall

Board Member	Attendance
Kathleen Young – President	Present
Sue Reintjes	Present
Bob Mott	Present
Gord Lesser	Present
Councilor Mike Bowman	Present
Lisa Janssen	Present
Dom Ricciuto	Present
Amanda Evely	Regrets
Cheryl Cole	Regrets
Andrea Mulder	Regrets
Chantel Pryce	Regrets
Chelsea Jibb – Town Staff	Present
Curtis Tighe – Town Staff	Regrets

1. Welcome/Introductions – Kathleen Young, President

Meeting called to order at 6:40 pm.

2. Disclosure of Pecuniary Interest

Lisa Janssen declares pecuniary interest.

3. Approval of BIA Agenda of February 13, 2018

Moved by Sue/ Seconded by Lisa – Carried

4. Approval of BIA Minutes of January 9, 2018

Moved by Gord/ Seconded by Sue - Carried

5. Business arising from BIA Minutes of January 9, 2018

Trees in Oxford Street Lot

Discussion of trees removed for upcoming construction. Noted that without the trees, the rear entrances of the buildings appear more visible to the public. It is proposed that the lack of cover may encourage businesses to better maintain their rear facades. Brief

discussion of replacement options including low and mid level shrubs and evergreen trees.

6. Financial Statements and Report to January 31, 2018

Invoices circulated and signed. Monthly financials circulated.

7. Correspondence

Thank You Card

Card from Lisa Janssen thanking the BIA for the flowers sent in honour of her mother.

8. Committee Reports – Ingersoll Festivals and Special Events

Family Day

BIA sponsored skating confirmed for 1:30 to 3:30 pm. Hot chocolate and cookies ordered for giveaway. Staff will send out email to confirm volunteer schedule. Coffee urn, table and chairs will be provided. Proposed snow sculpting contest to be cancelled due to inclement weather.

Sidewalk Sales

Discussion of proposed dates for summer sidewalk sales and activities. As discussed at previous meetings, BIA propose to host sidewalk sales the Friday of each long weekend in the summer. Events are scheduled for June 29 (Red & White Sidewalk Sale), August 3 (Sensational Summer Sale) and August 31 (Back to School Sale). Events would run from 12:00 to 6:00 pm and would include music, a bbq, family activities and sales.

9. Other Business

Downtown WIFI

Staff are investigating option of bringing WIFI to the downtown core. Funds are currently available to assist with connectivity projects. Staff will report back with additional information at later meeting date.

Advertising Opportunity

Progress Edition

Discussion of advertising in the 2018 Progress Edition. Direction from BIA to continue with advertising for this year. To be evaluated next year.

Entrance Sign Inserts

BIA to purchase 5 sign inserts for the town entrance signs. Review and discussion of proposed designs. Direction to purchase 3 of the 'Small Town Service' signs and 2 of the 'Rediscover' signs.

Speed Signs

Discussion of Town speed enforcement signs with radar. Suggestion made by member to assist Town with the purchase of another sign to assist with enforcing safe speeds in community. Sign would be sponsorship opportunity for BIA. Concern that the purchase

of such signs is not in the scope of the BIA as an organization and that it is a Town responsibility to purchase such equipment.

10. Adjournment

Meeting adjourned at 7:30 pm.

NEXT MEETING – March 13, 2018