



Downtown Ingersoll  
Business Improvement Area



## Ingersoll Business Improvement Area (BIA)

### **MINUTES – Meeting Notes**

Monthly Board Meeting

Tuesday, May 14, 2013

**7:00 pm** - JCH Boardroom - Town Hall

<b>Board Member</b>	<b>Attendance</b>
Mike Bowman – President	X
Sue Reintjes	X
Richard Hamilton	Regrets
Bob Mott	X
Tony Scott	Regrets
Councilor Gord Lesser	X
Kathleen Young	X
Lisa Janssen	X
Will Prinzen	Regrets
Vacancy spot on Board	
Kale Brown – Staff Support	Regrets

- 1. Welcome/Introductions – Mike Bowman**
  - Meeting called to order at 7:10 pm.
- 2. Approval of BIA Agenda for May 14, 2013**
  - Moved by Gord / Seconded by Kathleen.
- 3. Approval of BIA Minutes from April 9, 2013**

None this month
- 4. Business arising from BIA Minutes from March 12, 2013**

None this month
- 5. Financial Statements and Report to May 31, 2013**

None this month
- 6. Correspondence**

None this month

## 7. Committee Reports – Ingersoll Festivals and Special Events

- **\*Ribfest –**
- \*A report given by the Ribfest sub-committee recommended the following charities be selected charities this year: ISSI & Kiwanis
- \*Sue made a motion to accept the report and approve the selected groups as the 2013 charities..... seconded by Bob.....Carried
- \*Street Closure was OK'd by Council.
- \*Ticket prices were set at \$6.00 each for samplers with 3 tickets required for a full dinner.
- \*BIA would not be recommending a runner up winner for charity contest. All groups would have to apply annually if interested.
- \*The board could take the names of Community Groups who wish to help at Ribfest and make this info available to the restaurants. It would be up to the individual restaurants to solicit, train, compensate and assume any liability for any of these volunteers or groups.
- \*The Tent Comparison Chart was brought forward with some clarification required from lower priced tent suppliers.
  - o \*How were they going to secure their tents on street?
  - o \*Tent Pegs are not an option on the street so weights are required thus would any additional charges apply?
  - o **ACTION** - Vicki is to try and contact Thamesford Tents for further clarification.
- \*A discussion regarding the need for a 20x30 foot tent at the Gazebo for the band(s). It was decided that this extra tent expense was unnecessary and that we would supply tarps for the Band Equipment if required.
- \*All felt that all the pieces were falling into place, there is another sub-committee meeting and restaurant meeting planned in the next week or two to finalize arrangements
- **\*BURGERFEST** In conjunction with Harvestfest the BIA will again be hosting Burgerfest. It is necessary that the Burgers be advertised as "Gourmet Burgers" to avoid any confusion in the future.

## 8. Advertising

- **Heart FM deals....**Kale & Dan to work this out upon Kale's return.

The question of who is to sell the ads this year was brought up. It was decided to table this for our next meeting.

**Easy 101 and Country 107** radio ads were to be used as required for events

**SUN MEDIA** – After a lengthy discussion around newspaper advertising it was the decision of the Board to no longer support the Ingersoll Times as a BIA. The readership has dropped, they no longer have an office in town and the only contact we get from them is by e-mail. This decision by no means should suggest or reflect any influence upon individual business and their choice for continued support of Ingersoll Times.

We would continue to utilize Oxford Review for flyer distribution and future advertising.

**ACTION** – Letter to be sent to Sun Media explaining the Ingersoll BIA’s position re Ingersoll Times

**9. Other Business/New Business**

\*Market Lane – Town staff waiting on report from the County on the condition and plans for the sewer line underneath the lane

**ACTION** - Mike to meet with CAO to discuss further

\***Roof access** – EDO to ask the planning By-Law Committee to consider the situation.

\***Welcome Wagon** - A letter requesting BIA to support Welcome Wagon as a part of their ‘Welcome Basket’ was brought forward. After a discussion about the inconsistent presence of the Welcome Wagon in Ingersoll it was decided that the BIA would decline such offer and continue to partner with the Town with our own Welcome Package. The idea of developing continued support of this idea through the Real Estate Agents was considered to be an important link and contact should be established to ensure Real Estate agents/boards are still on board.

**ACTION** - Gord is to contact Fred and see on an average how many new homes are sold annually in Ingersoll.

\*A request from Inter Church to host Back Bacon on a Bun on Saturday August 23 in conjunction with Harvestfest was read. The decision of the BIA to continue with Bugerfest on the Friday means that there would be no activities downtown on Saturday. There was no objection to Inter Church continuing with the idea of selling Back Bacon on a Bun on Saturday morning as this might be a good draw for any early morning shoppers.

\*Maria from Stitch it Central offered the vocal talents her Daughter and band to perform at any of our future events. It was suggested we acquire a CD to determine a good fit for their talents.

\***Fire Fighter promo** – Crabby Joe’s has offered the free use of their lower banquet hall as a venue to hold a talent night or other function in support of our local Fire Service

**10. Adjournment – 9:55 pm.**

**NEXT MEETING – Tuesday, June 11, 2013 at 7:00 pm in JCH Boardroom.**