



Downtown Ingersoll
Business Improvement Area



Ingersoll Business Improvement Area (BIA)

MINUTES – Meeting Notes

Monthly Board Meeting

Tuesday, February 12, 2013

7:00 pm - JCH Boardroom - Town Hall

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

- 1. Welcome/Introductions – President Mike Bowman**
 - Meeting called to order at 7:04 pm.
- 2. Approval of BIA Agenda from February 12, 2013**
 - Moved by Will / Seconded by Lisa.
- 3. Approval of BIA Minutes from January 16, 2013**
 - Moved by Bob / Seconded by Sue.
- 4. Business arising from BIA Minutes from January 16, 2013**
 - Donation for Rita still outstanding? \$50.
 - Invoices for festivals on radio adverts – have they all gone out?
- 4. Financial Statements and Report to January 31, 2013**
 - Invoices to January 31, 2013 to be paid.
 - Draft Budget will continue to be reviewed with the new treasurer.

5. Correspondence

- Jamie Cunningham – May 15, 2013 in the Council Chamber (confirmed).

7. Committee Reports – Ingersoll Festivals and Special Events

- Ribfest Committee – Gord, Mike and Bonnie.
- Checklists update – ED office has pulled together a number of checklists that will be used to help us through this transition year.
- New band approved to be booked – “Desire”, U2 tribute band (confirmed).
- Key reminder to get letters out to restaurants early this year to invite everyone to participate.
- Fire & Emergency Services 150th Anniversary “Discount Deal\$ Clip Card” – in an effort to promote security and ease for the merchants, **motion made by Kale to have the deals card created with tear off sections so the merchant can account for discounts given for this program. Vicki to promote participation to merchants on this basis from here forward. Seconded by Will – Carried Unanimous.**

8. Downtown Revitalization Strategy 2012 to 2015

- Urban Design Study will be postponed until the approval of the budget in April and funding can be confirmed.

9. Other Business

- Ingersoll Signage moving along well, hopefully done within the next month.
- Tourism Booklets and Brochures are underway – pricing sheet will be brought to the next meeting for advertising in it.
- Letters to Residents – ED has reviewed previous draft letter to residents and expressed concerns of engaging the public in this fashion. Is this truly a role of the BIA? The Board would like to look at a total package of advertising to create awareness of the BIA and a broker of sorts for all ways in which the BIA advertises (radio, print, text, Facebook, web). ED to investigate whether a broker of this sort exists in our area.
- Ingersoll Wedding Group – website brought back up to working order now. BIA agreed to take it back until it is back up and running but does not want to keep the site going forward under BIA control as it is industry-specific. ED to get a quote from OMG on the running costs of the bare minimum of updates for the balance of 2013. **Will makes a motion that January 1, 2014, the site is turned over from the BIA to the Ingersoll Wedding Group charter members. No fees will be paid for the balance of 2013 or collected from new members. Site is to be maintained at minimal cost until the end of 2013. Seconded by Sue – Carried 5-1.**

10. Adjournment

- Kale / Seconded by Will.

NEXT MEETING – Tuesday, March 12 at 7:00 pm in JCH Boardroom, Town Hall.