



Ingersoll Business Improvement Area (BIA)

MINUTES – Meeting Notes

Monthly Board Meeting

Wednesday, January 16, 2013

7:00 pm - JCH Boardroom - Town Hall

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

1. Welcome/Introductions – President Mike Bowman

- Meeting called to order at 7:07pm.

2. Approval of BIA Agenda for January 16, 2013

- Moved by Mike / seconded by Kathleen.

3. Approval of BIA Minutes from November 13, 2012

- Noted as minimal.
- Moved by Bob / Seconded by Lisa.

4. Business arising from BIA Minutes November 13, 2012

- All items will be covered in the agenda.

4. Financial Statements and Report to December 31, 2012

- Invoices to be paid - moved by Lisa / Seconded by Kathleen.
- Due to the poor weather and revenues from Ribfest 2012, the BIA operations will be using some reserves this year to cover all costs.
- Will look at alternative bands for Ribfest to reduce costs.

- Harvest Fest, Canterbury Folk Festival and Santa's Festival Village have all yet to be invoiced for radio advertising spots (to be confirmed).
- Heart FM to offer the same promotion for radio advertizing this year and BIA will look to spend balance of the radio budget with Easy 101.
- ERTH invoice for street lighting repair – BIA covers the materials for the wreaths but not the maintenance of the lighting of the wreaths once they are up.

5. Correspondence

- Jamie Cunningham – Kale to get a costing from him on speaking to the BIA.

7. Committee Reports – Ingersoll Festivals and Special Events

- Moonlight Madness – Thursday, November 15, 2012
- Feedback was that it was a good turnout of customers, better than 2011, events ran smoothly and a thanks to the OPP for working well with the BIA to have a well run event.

8. Downtown Revitalization Strategy 2012 to 2015

- County is looking for a February start on this project.

9. Any Other Business

- Updates given on Ingersoll Signage Committee being formed, Tourism booklet preparation underway, 150th anniversary of Ingersoll Fire & Emergency Services and marriage license refunds are all caught up now.
- Moved by Mike / Seconded by Lisa to make a \$50 donation on behalf of Rita Jones in memoriam.

10. New Business

- 2013 Goals for the BIA

1. Get Ribfest right this year – Band, letters out early to restaurants, make sure all are sent.
2. Revisit the Strategic Plan – Downtown Revitalization Program.
3. Implement a Checklist or Duties file – assign tasks each Month to ensure all things are taken care of and work load is spread.
4. Improve BIA website – fix the directory, include phone numbers etc.
5. Meetings to remain second Tuesday of each Month.
6. AGM to be held once audited year-end figures are in.
7. Seminar Series – information seminars for members on business skills, tax prep, theft prevention, door to door sales.
8. Communication to residents – through the Village Voice publication, Here in Ingersoll magazine, or via BIA newsletter to reach out to the residents of town.

10. Adjournment

NEXT MEETING – Tuesday, February 12, 2013 at 7:00 pm in JCH Boardroom, Town Hall.