



**Ingersoll Business Improvement Area (BIA)
Minutes**

Monthly Board Meeting
Tuesday, March 11, 2014

7:00 pm - JCH Boardroom - Town Hall

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

1. Welcome/Introductions – Mike Bowman

Meeting called to order at 7:05 PM.

2. Approval of BIA Agenda of March 11, 2014

Moved by Gord/ Seconded by Kathleen – Carried

3. Approval of BIA Minutes February 11, 2014

Minutes circulated and to be posted to the website.

Moved by Bob/ Seconded by Lisa - Carried

4. Business arising from BIA Minutes February 11, 2014

Entrance Signs

Three signs have been installed. The final signs will be installed in the spring.

5. Financial Statements and Report to February 28, 2014

Invoices to February 28, 2014 circulated. Approved and signed.

2014 Draft Budget

Presentation of 2014 BIA Draft Budget. Increases in Municipal Tax Levy, as approved by Council, Contribution to Reserves, and Audit Fees, as discussed at previous meeting. Decreases noted in Meetings & Conferences. Direction given to revise draft budget for approval at future meeting. Budget to be presented at BIA AGM in June.

6. Correspondence

Mystic Drumz

Flyers noting entertainment services for hire. Accepted as correspondence. Direction given to file in directory.

Ron Funnell – Country 104

Letter and report describing promotional radio packages with the Country 104 (formerly More 103.9). Discussion regarding current radio advertising and how to track exposure and return on investment. Suggested that BIA assist merchants by purchasing portion of radio advertising with merchants funding the remaining cost of the ads. Discussion regarding tracking ROI through ballots for monthly and grand prize draws.

Oxford Tax Service

Letter from Anne Houthuyzen of Oxford Tax Service thanking BIA for welcome and flowers.

7. Committee Reports – Ingersoll Festivals and Special Events

Ribfest

Update on Ribfest planning. Ribfest/ Burgerfest questionnaire results have been reviewed. Based on results and previous events, direction given to investigate alternative venues where weather will not affect event. Suggested that BIA pre-sells tickets for meals at Ribfest. Direction to include downtown shopping incentive/discount offer with tickets to encourage shopping in the BIA area.

8. Advertising

Heart FM Contract Renewal

Presentation of revised radio contract. Current contract ends early June. Changes to contract include slight price increase and the removal of weather tag options. Direction given to contact account manager to see if similar deal to Country 104 can be arranged. Remaining contract has 110 Call to Action ads left. Direction given to use those ads to promote downtown and seasonal themes during April, May, & early June.

Ingersoll 2014 Tourism Guide

Discussion regarding ads for 2014 guide. Direction given to alter Ribfest ad so that it is a half page advertisement. Moonlight Madness ad will remain the same. Article which accompanied Ribfest will be replaced by one promoting Ingersoll for shopping, dining, and other services.

9. Any Other Business

- Tony & Gus Façade Improvement Loan appeal
Review of resubmitted application. Review committee states that application is not completed according to specifications of program. Based on the result of the façade improvement and the feeling of the committee, the BIA is willing to approve the Façade Improvement Loan; however, given the incomplete nature of the application, the BIA will not grant the loan for full amount available under the program.

Motion to grant Tony & Gus a loan of \$2,000 under the BIA's Façade Improvement Program.

Moved by Sue/ Approved by Bob - Carried

- Date for AGM
Discussion regarding a date for the 2014 BIA Annual General Meeting. Direction given to plan event for June. Direction given to investigate venue for AGM.

10. Adjournment

Meeting adjourned at 9:30 PM.

NEXT MEETING – April 8, 2014