



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

Monthly Board Meeting
Tuesday, December 3, 2013

7:00 pm - JCH Boardroom - Town Hall

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

1. Welcome/Introductions – Mike Bowman

Meeting called to order at 7:05 PM.

Sergeant Horton was welcomed and introduced to the board.

2. Approval of BIA Agenda of December 3, 2013

Moved by Will/ Seconded by Kathleen – Carried

4. Approval of BIA Minutes November 5, 2013

Minutes circulated and to be posted to the website.

Moved by Will/ Seconded by Lisa - Carried

5. Business arising from BIA Minutes November 5, 2013

Informal report of thanks from Ingersoll Home & School Association for allowing their participation in Moonlight Madness.

6. Financial Statements and Report to November 30, 2013

Invoices to November 30, 2013 circulated.

Approved and signed.

7. Correspondence

Tony & Gus

A letter requesting clarification on refusal of Façade Improvement Application. The letter has been filed for reference and a response will be drafted.

8. Committee Reports – Ingersoll Festivals and Special Events

Moonlight Madness

Report given on the success of Moonlight Madness event. Some members noted that it was a profitable night and that the event was well attended. Discussion regarding future planning and how the event could be improved for next year.

9. Advertising

Radio advertising plan for Heart FM

Heart FM approached with additional holiday greeting packages for BIA member businesses. Information will be distributed to members.

10. Any Other Business

- Sgt. Sam Horton presentation on Eyes on the Street program
Sergeant Horton made a presentation regarding the Eyes on the Street program currently operating in Ingersoll. Key component of the program is a partnership with the OPP and local businesses, departments, and citizens to assist the OPP with reporting incidences of crime in the town. Information regarding the program will be posted to the BIA Facebook and will be sent to BIA member businesses.
- ISP Canada web hosting for ingersollweddings.ca/com
Discussion that the BIA's was to fund the web hosting for 2013 but after that time it would be turned over to the Ingersoll Wedding Committee. Direction given to inquire as to who might be the best party to continue the hosting.
- Chamber of Commerce contribution to Downtown Revitalization Program
Chamber contribution was received for 2013. Contribution will be ending after 2014. Direction given to seek renewal of contribution.
- Mecatech Façade Improvement Loan status
Mecatech Systems is up for consideration for forgiveness on the last installment of their loan. Direction given to verify that the all other installments have been paid.

Motion to write off final installment once payments have been verified

Moved by Will/ Seconded by Sue - Carried

- Gateway/ Entrance Signage
Discussion regarding letter to Council from March of 2012 noting BIA intent to contribute funding to gateway signage project. Discussion regarding current status of

the gateway signage and entrance signage projects. Request for interest in continuing with original contribution to gateway signage or if there is interest in directing that contribution to the entrance signage project instead. Direction given to put notice to BIA board members that the discussion of the signage contribution will take place during the January meeting.

- **OBIAA Conference**
Notice given that the OBIAA conference will be held in Hamilton on April 27-30, 2014. The deadline for 2014 OBIAA Awards submission is March 15, 2014.
- **Year in Review for 2013 & Year in Advance for 2014**
Discussion and review of 2013's events. Discussion regarding the scheduling of 2014 events. Future of Ribfest discussed and alternatives for event suggested. Direction given to draft questionnaire to gauge interest and commitment of businesses/ restaurants to continue the event as is or to suggest alternatives to event. Walk of Fame event to resume in 2014.

11. Adjournment

Meeting adjourned at 9:00 PM.

NEXT MEETING – January 14, 2014