



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

Monthly Board Meeting
Tuesday, November 5, 2013

7:00 pm - JCH Boardroom - Town Hall

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

- 1. Welcome/Introductions – Mike Bowman**
Meeting called to order at 7:10 PM.
- 2. Approval of BIA Agenda of November 5, 2013**
Moved by Lisa/ Seconded by Will – Carried
- 4. Approval of BIA Minutes October 8, 2013**
Minutes circulated and to be posted to the website.
Moved by Kathleen/ Seconded by Lisa - Carried
- 5. Business arising from BIA Minutes October 8, 2013**
- 6. Financial Statements and Report to October 31, 2013**
Invoices to October 31, 2013 circulated.
Approved and signed.
- 7. Correspondence**
Sharon Lechner – Professional Event Planning Services

A letter indicating interest in meeting with the BIA to discuss event planning services. The letter has been noted and filed. The request will be revisited in early 2014.

Kyra McNamara – VON Handbags for Hospice

Correspondence received from Ms. McNamara regarding the upcoming hospice benefit “Handbags for Hospice”. The details of the event have been noted by the board. The board does not object with the solicitation of donations.

IDCI Home & School Association

Correspondence received from the IDCI Home & School Association regarding their participation in Moonlight Madness. Group would like permission to set up a table at the event to sell Rheo Thompson mint smoothies and Kernel’s popcorn. The group has been granted permission to participate.

8. Committee Reports – Ingersoll Festivals and Special Events

Moonlight Madness

Discussion regarding the progress of Moonlight Madness planning. Discussion regarding advertising in week leading up to parade in order to increase awareness about the correct date of the parade and the Moonlight Madness event. Letter has been submitted to council requesting permission for a road closure. If approved, the letter will be submitted to the OPP for their records.

Will Prinzen – Progressive Play Presentation

Mr. Prinzen made a presentation to the board on progressive plays and their marketing and revenue generating power for the Ingersoll community. The board has reviewed the idea and will direct Mr. Prinzen to move forward with idea.

9. Advertising

Radio advertising plan for Heart FM

The issue of invoicing for the Heart FM ads was discussed. It is noted that there was an issue regarding the invoicing with additional HST being added to the total cost of the advertising packages. Payment will now be due by December 31, 2013 and the additional HST will be credited. Invoicing and payment details for next year’s package will be discussed at a future date.

Radio Advertising Plan for Easy 101 & Country 107.3

Copies of the holiday and Moonlight Madness scripts were distributed to members for discussion. Direction was given to proceed with advertising.

10. Any Other Business

OBIAA

Discussion regarding current membership with OBIAA. Direction given to proceed with membership renewal.

Moved by Will / Seconded by Gord – Carried

December Meeting

Discussion amongst board regarding setting a December meeting. The next BIA meeting will be held in December. Meeting will be an opportunity to review the year and begin planning for next year.

Eyes on the Street

Sergeant Sam Horton would like to attend the next meeting to make a presentation regarding the Eyes on the Street program.

11. Adjournment

Meeting adjourned at 8:50 PM.

NEXT MEETING –December 3, 2013