



## Ingersoll Business Improvement Area (BIA)

### Minutes

Monthly Board Meeting

Tuesday, January 9, 2018

6:30 PM – JC Herbert Room – Town Hall

Board Member	Attendance
Kathleen Young – President	Present
Sue Reintjes	Present
Bob Mott	Regrets
Gord Lesser	Present
Councilor Mike Bowman	Present
Lisa Janssen	Regrets
Dom Ricciuto	Present
Amanda Evely	Regrets
Cheryl Cole	Present
Andrea Mulder	Present
Chantel Pryce	Regrets
Chelsea Jibb – Town Staff	Present
Curtis Tighe – Town Staff	Present

Also present: Sandra Lawson, Engineer of Town of Ingersoll

**1. Welcome/Introductions – Kathleen Young, President**

Meeting called to order at 6:34 pm.

**2. Disclosure of Pecuniary Interest**

None

**3. Approval of BIA Agenda of January 9, 2018**

Additions of Moonlight Madness review, First Impressions Community Exchange, Festival of Lights, and the CIP.

Moved by Dom/ Seconded by Gord - Carried

**4. Approval of BIA Minutes of November 14, 2017**

Moved by Gord/ Seconded by Andrea - Carried

**5. Business arising from BIA Minutes of November 14, 2017**

To be covered in the agenda.

## **6. Financial Statements and Report to December 31, 2017**

Invoices circulated and signed. Monthly financials circulated.

## **7. Correspondence**

Letter from Visitor

Anonymous letter from visitor to town with complaint about parking enforcement.

OBIAA Conference Rack Card

Rack card from OBIAA advertising national conference in April 2018.

## **8. Committee Reports – Ingersoll Festivals and Special Events**

Moonlight Madness

Event was a success, but attendance down from previous years. Merchants noticed that visitors did not stay around following the ceremony. Noted that the weather was cold and very wet. Stage lights rented were great addition to the event, improving the quality of the performances and providing ambience. Issue with electricity lead to delay in serving hot beverages; however, Parks managed to reroute power.

2018 Events

Discussion of upcoming events. Suggestion made to host snow sculpting contest for the Family Day weekend. Participants would craft a sculpture in their yard or in a park and then submit it to the BIA to be judged. Suggestion also made to give out hot chocolate during Family Day skating. Direction to follow through with suggested ideas. Discussion of summer events. Suggestion made to host events during the Friday of the long weekends. Suggestion to book bands, host barbecues and sidewalk sales, and other entertainment. Suggested event should run from 12:00 to 6:00 pm.

## **9. Other Business**

Market Lane & Oxford Parking Lot

Sandra Lawson, Engineer for Town, shared official results of the land survey of Market Lane and Oxford Parking Lot. Plans for the work on the sewer and concerns about the parking lot being closed for the construction were discussed. Question raised about how to minimize construction time and to allow access for deliveries.

2018 Budget

Review of 2018 draft budget. Salary for staff liaison to be added to budget and advertising line to be expanded for radio, social media, and traditional print advertising. BIA contribution to the CIP discussed. At previous meetings it was proposed that the BIA contribute \$50,000. CIP would support downtown revitalization in addition to BIA's existing Façade Improvement Program. Informal request to make a onetime contribution to Winter Lights submitted to BIA. Board acknowledges value of the Winter Lights event and would like to assist with repairs to the display. Direction to secure formal request for funding. Suggestion made to investigate cost of replacing lights on downtown wreaths. BIA to also assign funds for First Impression Community Exchange.

Program involves an exchange of residents or community leaders with another town in order to evaluate community and analyze what works and what doesn't.

#### Business Retentions & Expansion Program

Economic Development Officer will be completing Business Retention & Expansion program this winter/spring and will be visiting local businesses in order to gauge concerns and feedback regarding programs. Program results will provide a baseline for future analysis of community growth.

#### **10. Adjournment**

Meeting adjourned at 8:50 pm.

**NEXT MEETING – February 13, 2018**