



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

Monthly Board Meeting

Tuesday September 17, 2013

7:00 pm - JCH Boardroom - Town Hall

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

1. Welcome/Introductions – Mike Bowman

Meeting called to order at 7:15 PM

2. Approval of BIA Agenda of September 17, 2013

Moved by Will/ Seconded by Bob – Carried

3. Approval of BIA Minutes July 9, 2013

Minutes circulated and to be posted to the website.

Moved by Sue/ Seconded by Kathleen - Carried

4. Business arising from BIA Minutes July 9, 2013

5. Financial Statements and Report to August 31, 2013

Invoices to August 31, 2013 circulated.

Approved and signed.

6. Correspondence

Chamber of Commerce Excellence Awards have been noted and filed.

Ingersoll Fire Department letter of thanks was circulated.
Kiwanis letter of thanks was circulated.

7. Committee Reports – Ingersoll Festivals and Special Events

Burgerfest Review

Discussion regarding the event's attendance and success. Attendance appeared to be down from previous years. It was noted that several other communities were hosting special events during the same weekend which could explain decreased attendance. Members noted that the event was less profitable for some businesses than others. Despite lower attendance numbers, it appeared that many of the visitors were new faces to the event and town. Gord / Lisa to review event at next meeting.

Jamie Cunningham Review

Discussion about success of Jamie Cunningham's presentation. It was noted that the event was well attended and received. Discussion about providing resources to local businesses to encourage growth and stability. Ideas proposed included getting businesses together to receive a group rate from a business coach, forming partnerships with the Small Business Centre, Community Employment Services, and ILERC, or creating a resource directory tool kit for businesses. Discussion to be brought forward to next meeting.

8. Advertising

Radio advertising plan for Heart FM

Discussion about current advertising with Heart FM to be brought forward at next meeting.

Radio advertising plan for Easy 101/ Country 107.3

Discussion about current advertising with Easy 101. Winter Lights portion will be taken off advertising package.

9. Any Other Business

Eyes on the Street – Sam Horton

Sam Horton was unable to attend.

Fusion Youth Centre

Unable to attend.

October Arts & Culture Month

Passports to the Arts format has been altered to become October: Arts & Culture Month. A calendar will be put out advertising local artistic and cultural events.

Parks & Rec Luncheon

Annual luncheon for Parks & Rec was well received and appreciated.

10. Adjournment

Meeting adjourned 8:43 PM

NEXT MEETING – October 8th, 2013