



**Ingersoll Business Improvement Area (BIA)**  
**Meeting Minutes**  
 Monthly Board Meeting  
 Tuesday July 9, 2019  
 6:30 PM – JC Herbert Room – Town Hall

Board Member	Attendance
Kathleen Young – Chair	Present
Mike Bowman	Present
Cheryl Cole	Absent
Mark Erhardt	Present
Amanda Evely	Present
Lisa Janssen	Present
Andrea Mulder	Absent
Christopher Radford	Present
Sue Reintjes	Present
Dom Riccuito	Present
Steve Walker	Present
Gord Lesser - Councilor	Present
Curtis Tighe – Staff	Present
Lauryn Ostermaier – Staff	Present

1. **Welcome/Introductions – Kathleen Young, Chair**  
 Meeting called to order at 6:33pm.
  
2. **Disclosure of Pecuniary Interest**  
 None.
  
3. **Approval of BIA Agenda of July 9, 2019**  
 Moved by Chris Radford, Seconded by Mark Erhardt – Carried.
  
4. **Approval of BIA Minutes from June 10, 2019**
  - Previous minutes to be circulated and posted to the website upon approval  
 Moved by Amanda Evely, Seconded by Sue Reintjes – Carried.
  
5. **Business arising from BIA Minutes – June 10, 2019**  
 (To be added as required)
  - **Gazebo Lights**
    - Lights installed by Parks Dept and look great



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- **Heritage Square Bike Station**

- As per the Boards request, a quote was requested from a third company – Urban Racks from Quebec
  - Quote totaled over \$3000 plus shipping and installation
- Staff made the decision to purchase a demo Bike Repair Station from Greenspoke for \$2500 plus HST (delivery and installation parts included)
  - Station comes equipped with tools, a pump, gauge, and warranty
  - Parks will install the Bike Repair Station in Heritage Square

- **Downtown Signage Update**

- No new update – will begin working on a Request for Proposal (RFP) in the coming weeks

- **BIA Call List**

- No new update – Call Lists will be distributed to businesses in the coming weeks
- A: Lauryn to create an email template for Lyn – McKim's Home Hardware**

**6. Financial Statements and Report from July 9, 2019**

Financial statements were reviewed from June 2019. Statement included an invoice for the live entertainment from the Kick Off to Summer BBQ.

**7. Correspondence**

Correspondence received regarding suggestions for the Kick Off to Summer Event. Correspondence reviewed with the Board.

**8. Ingersoll Festivals and Special Events**

- Red & White /Kick Off to Summer Event
  - Event went very well
  - 400 attendees (estimate)
  - Feedback received from attendees:
    - Band was great
    - Food was delicious
    - Great to have the road shut down
    - Happy to see something for everyone
    - Glad to see so many members of the community participating



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- Karate demonstrations were awesome
- Cars were a nice touch
- Posting to Social Media during the event helped attendance or at least got people interested in viewing our Instagram and FB pages
  
- **Send Us Your Photos Contest**
  - June's winner was Destiny Pink
  - Winner announced on Social Media platforms
  - Prize was a pair of earrings from Lesser Brothers Jewelers
  - July's prize will be a gift certificate from the Jokers Crown
  - Promotion of contest will continue
  
- **Summer/Fall Calendar**
  - As stated in June's meeting minutes, the calendar was distributed the week of June 24<sup>th</sup> (Friday July 28<sup>th</sup> dropped off at Canada Post)
  - According to the Post office, the calendars would be mailed out Tuesday July 2<sup>nd</sup> (due to the long weekend)
  - Of the 7500 copies produced, 6760 were mailed and the remaining will be distributed to the BIA businesses for customers to pick up when shopping
  
- **Back to School Sidewalk Sale**
  - Prep work has started for the August event
  - Will create a poster for the event and begin promoting on Social Media platforms
  - Similar to June's BBQ event, an email will be sent to the BIA Membership requesting their participation by setting up a table or putting on a sale within their store/business to continue encouraging to shop local
  - Event will take place from 12pm to 6pm and will occur on Thames Street (Heritage Square)
  - Thames Street will be closed, between Charles St and King St, from 9am – 6pm
  - A: Lauryn to look into renting from [www.DotsytheClown.com](http://www.DotsytheClown.com) for inflatables as they will provide an attendant for each inflatable**



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**9. Any Other Business**

**Governance Training**

- Town of Ingersoll hosted a Governance Training on Wednesday June 26<sup>th</sup> from 6:00pm to 8:30pm in Council Chambers, Town Hall
  - A few members of our Board were in attendance as well as, members of the Woodstock and Norwich BIAs
  - Kay Matthews, Executive Director of OBIAA (Ontario Business Improvement Area Association), presented on various topics ranging from a Chairs role to structures of meetings, etc.
- A: Lauryn to circulate copies of the powerpoint and circulate our procedural by-law**

**Bike Rack – Joker's Crown**

- Jokers Crown is interested in having a Bike Rack put next to their business
- A: Lauryn to check with the Parks Department to determine if there are any racks in storage**

**“Ideas” Brainstorming Session**

- Brainstorming session is scheduled for Wednesday July 17<sup>th</sup> @ 6:30pm in Council Chambers
- Members are encouraged to think ahead of time of various ways we can promote beautification in the Downtown
- Sue, Dom and Steve have notified the Board of their Regrets for this session

**Sign on Jokers Crown**

- Mark mentioned the intent of putting a digital sign on the outside wall of the Jokers Crown
- Mark and Curtis spoke, after the meeting, to discuss various incentive programs available through the Town to complete this type of project

**NEXT MEETING – Tuesday August 13, 2019**

**10. Adjournment**

Meeting adjourned at 7:55pm  
Moved by Lisa Janssen.