



Ingersoll Business Improvement Area (BIA)
Meeting Minutes
Monthly Board Meeting
Tuesday January 14, 2020
6:30 PM – Council Chambers – Town Hall

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

1. Welcome/Introductions

Motion for Gord Lesser to Chair the January 14th, 2020 BIA Meeting in Kathleen Young's absence.
Moved by Steve Walker, Seconded by Dom Riccuito – Carried.
Meeting called to order at 6:33pm.

2. Disclosure of Pecuniary Interest

None.

3. Approval of BIA Agenda of January 14, 2020

Moved by Dom Riccuito, Seconded by Lisa Janssen – Carried.

4. Approval of BIA Minutes from November 5, 2019

- Previous minutes to be circulated and posted to the website upon approval
- Moved by Steve Walker, Seconded by Sue Reintjes – Carried.

5. Business arising from BIA Minutes – November 5, 2019

(To be added as required)

- Laura Secord and Thomas Ingersoll Plaques – ON HOLD
- Electing Board Members
 - Board has suggested to Staff resend an email to the BIA Membership informing of the available seats on the Board of Management



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- Staff to distribute an email notifying the membership of this new opportunity
- HR Downloads
 - Staff reminded Board Members to complete all necessary HR Downloads training
- 6. Financial Statements and Report from January 14, 2020**

Financial statements were distributed to the Board of Management. Invoices included costs associated with the winter urns, advertising for Moonlight Madness in the Village Voice, invoice for Santa Clause, Winter Calendar, The Hub Magazine and the BIA Façade Grant for Grampa's Attic.
- 7. Correspondence**

Cheryl Cole resigned from the BIA Board of Management via email.
- 8. Ingersoll Festivals and Special Events**
 - **Moonlight Madness/Lighting of the Lights/Shop Ingersoll Draw**
 - Weather was terrible
 - Attendance during the event was down – but turn out for the lighting of the lights was good
 - Shop Ingersoll Draw winners have been contacted and announced on social media
 - Happy to see a significant amount of ballots submitted – quite a few ballots submitted were from the Winter Calendar
 - **Family Day Skate**
 - Scheduled for Monday February 17th from 11am to 1pm at the Ingersoll Memorial Arena
 - Snow Queen and Snow Princess have been booked – Snow Queen to skate for the duration of the event, Snow Princess to remain in the lobby to interact with patrons
 - Cookies and hot chocolate have been ordered
 - Volunteers for this event include: Kathleen, Gord, Andrea and Mike
 - **Spring Calendar**
 - A call for advertising will be sent out, by email, to the BIA membership in the coming days
 - The Board is in agreement to offer a discount to businesses willing to commit to advertising in all 3 calendars for 2020/2021 – discount would be \$45.00 per single a



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9. Any Other Business

• **2020 Meeting Schedule**

- Staff distributed the 2020 BIA meeting schedule and noted conflicts with two future meetings on Tuesday April 14th and Tuesday October 13th
 - Meetings conflict with pre-scheduled Council Meetings
- Board agreed to reschedule April's meeting to occur on Tuesday April 7th as well as, reschedule October's meeting to occur on Tuesday October 6th
- Meeting location and time will not change

• **BIA Committee Handbook**

Motion to adopt the BIA Committee Handbook as the policy & procedure guideline.
Moved by Dom Riccuito, Seconded by Steve Walker – Carried.

• **Advertising with Bell Media**

- Staff presented materials based on a conversation had with a representative from Bell Media regarding radio and television advertising to be used for larger town events.
- Staff noted working with Bell Media would cover a larger demographic, would reach more listeners and viewers with the objective to bring more people to the downtown core.
- Staff mentioned the budget would allow the BIA to work with not only Bell Media but to continue working with local Oxford County radio stations – Heart FM and Easy 101.3.

Motion for Staff to move forward with Bell Media to expand our advertising network for larger town events.

Moved by Dom Riccuito, Seconded by Sue Reintjes – Carried.

• **Carnival**

- Staff provided an update to the Board with regards to location of the proposed Carnival – location is Oxford Street (between the intersections of Charles St W and King St W), King Street W (between the intersections of Oxford St and Thames St) and a section of the large public parking lot (located off of Oxford St).
- Roads will be closed from Monday July 13th to Monday July 20th with the carnival open to the public from Thursday July 16th to Sunday July 19th – additional days required for set up and tear down
- Campbell's Amusements will be running the carnival



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- The objective of hosting a carnival in the downtown core is to draw people to our town allowing for additional foot traffic to businesses, etc., and to fill the void of no longer having Canterbury Folk Festival.
- Board requested the Carnival does not directly compete with local restaurants. Staff has been asked to provide the Board with a list of food vendors for this event.
- **Beautification Project – update**
 - Gord met with Kyle and Darryl from Parks and Rec Department
 - A report will be provided to the BIA outlining associated costs, timeline to complete project, etc., during February's meeting.
- **Petition of Public Washroom**
 - A concern was raised over the lack of public washrooms available to the community
 - Gord provided feedback from the December Council Meeting noting Council is not in favour of moving forward with a public washroom project
 - Staff made it known that patrons have access to public washrooms at Town Hall/Ingersoll Public Library, 130 Oxford Street. Hours of the library are Mon-Thurs. 10am to 8:30pm, Fri-Sat 10am-5:30pm and Sun 1pm-4pm. Hours of Town Hall are Mon-Fri 8:30am-4:30pm.
 - As a means to assist the downtown BIA businesses, Staff have suggested the following:
 - Adding public washrooms to the wayfinding signage
 - Staff to send an email to BIA members reminding them of the location of public washrooms and corresponding hours
 - BIA fund stickers to post in the windows of businesses notifying patrons of the location and hours of public washrooms - *this will require further discussion
- **2020 Operating Budget**
 - Staff provided the Board with a draft copy of the 2020 Operating Budget
 - Staff reviewed the following changes and adjustments:
 - Meetings & Conferences: increased to \$5000 (OBIAA Conference)
 - Community Improvement Grant: decreased to \$25000
 - Summer Events: increased to \$12000 (Town Fair, August event)
 - Radio Advertising: increased to \$5000



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- Beautification Project: added to budget and to account for \$45000 (incl: garland sponsorship, beautification project, winter Christmas baskets)
- Transfer from Reserves: increased to \$159,000 (incl: Christmas Candy Cane, Signage, Dewan Park LED Electric Sign, CIP Grant)
- Staff requested an increase to the Entertainment budget (used as back up for additional events/festivals) from \$500 to \$1500. This increase will cover costs of the Family Day Skate as well as, all for additional funds to be available throughout the year, if needed. Board was in agreement. Staff to update budget to show this change.
- Staff to remove the money allocated for a Public Washroom and put this money towards a downtown signage project.
- Staff to make necessary changes as discussed and provide an updated copy to the Board for review during February's meeting.

NEXT MEETING – Tuesday February 11, 2020

10. Adjournment

Meeting adjourned at 8:20pm

Moved by Steve Walker