



## Ingersoll Business Improvement Area (BIA)

### Meeting Minutes

Special Meeting

Tuesday May 12, 2020

7:00 PM – Zoom Meeting

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

Guest(s): Chelsea Stephens – Ingersoll District Chamber of Commerce

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

Meeting called to order at 7:01pm.

**2. Disclosure of Pecuniary Interest**

None.

**3. Approval of BIA Agenda of May 12, 2020**

Moved by Chris Radford, Seconded by Gord Lesser – Carried.

**4. New Business**

• **Carnival**

- Staff reached out to Campbell's Amusements requesting to move the Ingersoll carnival to the Fall or to the summer of 2021
- Steve from Campbell's responded that fall dates have been booked but will be in touch in October to discuss potential summer 2021 dates.
- With this response from Campbell's Staff note it would be best to postpone this event until the summer of 2021.
- Board agrees to postpone this event for a year



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- Staff to notify media outlets (Heart FM, Sentinel Review), post a notice to social media (Facebook BIA page) as well as, draft a letter to notify Council of this change

- **Review of COVID-19 Initiatives**

Members of the BIA COVID-19 Sub-Committee discussed the following initiatives with BIA Board members:

**BIA Bucks** – bringing back BIA bucks will help provide incentive for our community to shop local

- Originally Bob Mott (McKim's Home Hardware) was running this program but Gord has agreed to now take this initiative over and run it
- Objective would be to offer this incentive to any BIA business interested in participating – would be able to buy for 80 cents on a dollar and redeem at any business for the full dollar value
- Exclusions would apply to limit people from spending a significant amount of dollars at one store (i.e. \$3000.00)
- Information provided for cost of printing bills:
  - Original artwork will be used
  - \$1, \$5, \$10, \$25, \$50 bills are available
  - Option to print bills on secure paper (prevents individuals from reprinting) OR print on standard white paper
  - Secure paper/6000 bills/ \$1,102.80
  - Standard Paper/6000 bills/ \$992.73
  - Exception may be Independent Grocer Store besides that the only people involved will be the BIA businesses
- Suggested putting forth \$10,000 towards this program

**Vicinity Program**

- An automated loyalty platform that integrates with point-of-sale platforms
- When visiting a participating merchant, you tap your card on their vicinity terminal during your purchase to earn points towards rewards
- Staff to continue to research further information as to how this initiative could work within the Ingersoll BIA



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#### **Wireless Moneris Machines**

- Chelsea reached out to her contact at the Chamber – further follow up required and information to be discussed at the next sub-committee meeting

**E-Commerce** – the Belleville BIA has created a website focused on allowing their community the ability to purchase products/services (etc) online – [www.shop.downtownbelleville.ca](http://www.shop.downtownbelleville.ca)

- Website offers the ability for visitors to shop by store, take-out options, purchase of gift cards, etc.
- All items purchased online can be delivered or picked up (via curbside pick-up)
- Staff reached out to various web designers to determine cost to create a similar webpage
- Estimates received ranged from \$7500.00 to \$25,000.00 – cost is dependent on what type of work we would like done

**Bands @ the Gazebo** – idea is to provide a couple of hours of entertainment at the gazebo on weekends during the summer (dependent on physical distancing rules)

- Staff provided rough estimates of hiring solo acts/bands
  - Solo act performing a 2hr set - \$300.00
  - Band performing a 2-3hr set - \$600.00 - \$900.00
  - Gig Salad bookings will charge more and will have additional fees

**Subsidize PPE** – BIA could provide information as to where businesses can purchase PPE (i.e. local suppliers)

- Staff reached out to Glass Doctor and received a quote of \$150.00 (+HST) if 5 or more plexi-glass shields are purchased
- Example: polycarbonate stand is 48" long x 24" high, can be made with or without a pass thru, can attach to surface if needed
- This would be a great opportunity to partner with the Chamber
- Additionally, we could start looking at purchasing hand sanitizer or face masks, brand with the BIA logo and distribute to local businesses

**Advertising** – idea is to come up with a marketing campaign as to why shopping local is better, advertise BIA Bucks, PPE donations, E-Commerce website, etc.

- Staff provided a spreadsheet with three quotes (Heart FM, Bell Media and Easy 101.3) for future advertising campaigns (attached)



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- Upon review, the Board agreed to move forward with Bell Media's OPTION A proposal which includes advertising on radio, TV and digital.

Bell Media			
<i>*Radio commercials air on Pure Country 93, Virgin Radio, 1290CJBK - 3 month period (June, July, August)</i>			
<b>OPTION A</b>			<b>STATS</b>
<b>Radio</b>	1 week of commercial per month	20 - 30 second commercials per week 60 commercials per month 180 commercials TOTAL (3 months)	<b>97.5 Virgin Radio</b> Appeals to adults aged 18-44 98,300 weekly on air listeners 114, 615 Facebook followers 9,478 Twitter followers 15,600 Instagram followers
<b>TV</b>	2 week period between June and August	15 second commercial campaign Exact # of commercials unknown - based on availability	
<b>Digital</b>	Ads on 3 radio stations & CTV London website	9,765 website impressions per month 29,295 website impressions over 3 month period	<b>Pure Country 93</b> Appeals to adults aged 25-54 66,800 weekly on air listeners 71,024 Facebook followers 17,100 Twitter followers 13,100 Instagram followers
<b>TOTAL INVESTMENT: \$5,325</b>			
<b>OPTION B</b>			<b>1290 CJBK</b> Appeals to adults aged 35-54 25,400 weekly on air listeners 5,068 Facebook followers 13,500 Twitter followers 13,700 Instagram followers
<b>Radio</b>	2 week commercials per month	28 - 30 second commercials to run over a 2 week period 84 commercials per month 252 commercials TOTAL (3 months)	<b>CTV NEWS</b> Reaches 441,100 adults weekly
<b>TOTAL INVESTMENT: \$5,250</b>			
<b>HeartFM</b>			<b>STATS</b>
<i>*Radio only advertising</i>			
<b>JUNE</b>			<b>HEART FM</b> Appeals to adults aged 25-54 38,000 weekly on air listeners Reaches a coverage area of 500,000 people 20,005 Facebook followers
	Week of June 1 - 5 Week of June 15 - 19	25 - 30 second commercials 25 - 30 second commercials	
<b>INVESTMENT: \$625.00</b>			
<b>JULY</b>			
	June 29 - July 3 July 13 - 17	25 - 30 second commercials 25 - 30 second commercials	
<b>INVESTMENT: \$625.00</b>			
<b>AUGUST</b>			
	July 27 - Aug 1 Aug 10 - 14 Aug 24 - 28	25 - 30 second commercials 25 - 30 second commercials 25 - 30 second commercials	
<b>INVESTMENT: \$900.00</b>			
<b>TOTAL INVESTMENT: \$2250.00 plus HST</b>			
<b>Easy 101.3</b>			<b>STATS</b>
<i>*Radio advertising only w/ option of social media advertising</i>			
<b>Radio</b>	1 week commercials (per month)	35 - 30 second commercials	<b>EASY 101.3</b> Appeals to adults aged 30-49 55,200 weekly on air listeners
<b>INVESTMENT: \$875.00</b>			
<b>Radio</b>	2 week commercials (per month)	35 - 30 second commercials	
<b>INVESTMENT: \$1,400.00</b>			
<b>Digital</b>	2 Facebook Post (banner style ad)		
<b>INVESTMENT: \$500.00</b>			

- Determine next steps

Motion to approve up to \$35,000.00 of spending on in above mentioned initiatives based on further discussions had by the COVID-19 BIA Initiative Sub-Committee.



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**Moved by Dom Riccuito, Seconded by Gord Lesser – Carried.**

**NEXT MEETING**

- Sub-Committee Meeting – Tuesday May 19, 2020 @ 7:00pm
- Monthly BIA Meeting - Tuesday May 26, 2020 @ 7:00pm

**5. Adjournment**

Meeting adjourned at 7:47pm  
Moved by Dom Riccuito.