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

**Guests:** Kendra Parkhill – Roberts & Co.

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

Called to order at 6:37pm.

1. **Disclosure of Pecuniary Interest**

None.

1. **Approval of BIA Agenda of January 8, 2019**

Moved by Cheryl Cole, Seconded by Sue Reintjes.

1. **Approval of BIA Minutes from November 13, 2018**

* Previous minutes to be circulated and posted to the website upon approval

Moved by Cheryl Cole, Seconded by Andrea Mulder.

1. **Business arising from BIA Minutes – November 13, 2018**

* To be added as required

1. **Financial Statements and Report from January 8, 2019**
2. **Correspondence**

None

1. **Committee Reports – Ingersoll Festivals and Special Events**

**Moonlight Madness**

* Overall successful event
* A few suggestions to consider for next year:
  + Change event time to occur from 6:00pm to 7:30pm (most attendees showed up after 6pm)
  + No stage required for performances
  + Promotional materials to be distributed end of October

**Shop Ingersoll Draw**

* Well received by most businesses
* Suggestions: provide list of winners to either businesses or to public in general

1. **Any Other Business**

Tri-Annual Calendar Advertisements

* Moving forward with the Tri-Annual Calendars

**2019 Event Listing**

* Red & White Summer Sale – Friday June 28th
* Back to School Sidewalk Sale – Friday August 30th
* Moonlight Madness/Lighting of the Lights – Thursday November 21st

**Radio Advertising**

* Heart FM offered same campaign initiative as 2018
* **A:** Book the Valentine’s Day ad to run from February 8th – 14th
* **A:** Lauryn to contact Easy 101 (Tillsonburg Radio Station) inquiring about campaign deals
* **A:** Kathleen, Sue and Lauryn to review 101FM campaign deals and compare to Heart FM

**BIA Newsletter**

* **ON HOLD** – will revisit the newsletter idea when the Town of Ingersoll website has been updated

**BIA Website**

* BIA information will remain on the Town of Ingersoll website – content will be updated
* **ON HOLD** – will revisit the content for the website when the Town of Ingersoll website has been updated

**Gazebo Lights**

* **A:** Lauryn to look into enclosed rope style lights rather than glass bulbs and provide details/cost at the next BIA meeting

**Signage**

* **Dewan Park Sign** 
  + Sign will promote local upcoming events and advertisements
  + Initial quote received – provides a rough cost estimate
  + Will be putting out a tender request to local businesses
  + Sharing cost with Chamber – Economic Development – budgeting money to the cost of installation
  + Mention Unifor and GM – putting cost towards the sign
* **Downtown Signage** 
  + Economic Development team is working on phased approach of directional signage to help travelers locate the downtown core
  + Will determine various options for funding and grants

**Downtown WIFI**

* + RFP (Request for Proposal) completed and responses received
  + Objective is to have logistics figured out shortly and begin moving forward with this project with a completion timeframe of end of 2019
  + **A:** Curtis to provide the Board with the quotes received for the Wifi

**BIA Council Representative**

* + Proposing Mike Bowman become a BIA Board member and Gord Lesser become the BIA council representative
  + **A:** Lauryn to draft a letter requesting this change and submit to the Clerks department
  + Council will need to discuss and approve this request

**Family Day Skating Event & Sponsorship**

* + Scheduled for 1:00pm to 3:00pm on Monday February 18, 2019
  + Kure Fit and Flow will be holding a free stretching session prior to the skate in the upstairs portion of the arena
  + Olde Bakery Café to provide cookies
  + BIA will be responsible for hot chocolate
  + Suggested better advertising needed this year both leading up to and during the event
  + Dom, Kathleen, Gord have offered to volunteer

**BIA / Ingersoll Chamber of Commerce Speaker Series**

* + Ingersoll Talks Speaker Series is scheduled for Tuesday February 26, 2019
  + Guest speakers will include reps from the Small Business Centre, Community Future Oxford and Town of Ingersoll

**BIA Board Composition**

* + 2 applications already received
  + A call will be given, by email, to all BIA members requesting their interest in becoming a Board member. **A:** Lauryn to contact current Board members.

**Proposed 2019 Operating Budget**

* + **A:** Board to review and bring back recommendations to the February meeting
  + **A:** Curtis to bring a list of capital projects to February meeting

**NEXT MEETING – February 12, 2019**

1. **Adjournment**

Meeting adjourned at 8:35pm

Moved by Cheryl.