



Ingersoll Business Improvement Area (BIA)
Meeting Minutes
 Monthly Board Meeting
 Thursday, February 21, 2019
 6:30 PM – Council Chambers – Town Hall

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

Guests: Kendra Parkhill – Roberts & Co., Karen Costello – Roberts & Co., Steve & Cindy Walker – Chocolatea, Lisa & Matt Dube – Dwell Urban Boutique, Chris and Juanita Radford – PB Fries, Chelsea Stephens – Stephens Consulting, Karen Quaegebeur – Ingersoll Music Academy

1. **Welcome/Introductions – Kathleen Young**
Called to order at 6:35pm
2. **Disclosure of Pecuniary Interest**
None.
3. **Approval of BIA Agenda of February 21, 2019**
Moved by Dom Ricciuto, Seconded by Amanda Evely
4. **Approval of BIA Minutes from January 8, 2019**
 - Previous minutes to be circulated and posted to the website upon approval
 Moved by Andrea Mulder, Seconded by Dom Ricciuto.
5. **Business arising from BIA Minutes – January 8, 2019**
 - To be added as required



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6. **Financial Statements and Report from February 21, 2019**
None.

7. **Correspondence**
None

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

Tri Annual Calendar Update

- Great interest received in the Spring Calendar
- Most participating businesses have chosen to advertise in all 3 calendars
- 32 ad spaces filled for the Spring Calendar
- Participating businesses will receive an electronic invoice from the Town's Accounts Payable Dept.
- Objective is to have calendars ready for distribution by mid-March

9. **Any Other Business**

Social Market

- Members of the Social Market addressed the BIA Board Members to share their objectives for the 2019 market season
- Members of the Social Market Committee confirmed they will not be affiliated with the BIA but thanked the Board for continued support
- Board agreed to continue supporting the Social Market through donation

Motion for the BIA to contribute a donation in the amount of \$1200 (\$300 per market) to the Social Market for the 2019 season.

Moved by Dom Ricciuto / Seconded by Sue Reintjes – Carried.

Radio Advertising

- Radio advertising quotes requested from 101.3 Easy FM and 104.7 Heart FM
- Quotes received provide weekly advertising costs (based on the 2019 BIA budget) and communities reached
- Board reviewed quotes and agreed to alternate between both radio stations



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- 2 Sidewalk Sales and Lighting of the Lights/Moonlight Madness will be advertised on 101.3 Easy FM
- Misc. advertising throughout the year will be on Heart FM

Radio Reimbursements – Chocolatea

- Chocolatea requesting to be reimbursed for 2018 radio advertisements
- Invoices provided to the Board Members for review

Motion to reimburse Chocolatea for 2018 radio advertisements

Moved by Gord Lesser / Seconded by Amanda Evely – Carried

A: Lauryn to contact Heart FM representative Deanna Gamble to discuss total amount eligible for reimbursement

Downtown WIFI

- **ON HOLD** as further discussions are required
- Staff will provide updates to the BIA as they become available

Gazebo Lights

A: Lauryn to continue researching lights to determine if there are options available that will allow for changing the colour of light – objective is to not be strictly limited to white

- New information will be provided to the Board at the March meeting

Downtown Signage

- Board Members agree signage is required in the Downtown area

A: Curtis and Lauryn to map out areas of town that would benefit from having a sign. Information to be provided at the March meeting

Legal Opinion on Privacy

- Disclaimer to be distributed to winners of community event campaigns requesting permission to publish their names on social media platforms, etc. (i.e. Shop Ingersoll Draw)

Family Day Skating Event & Sponsorship

- Another successful event with great attendance and delicious treats
- Suggestion for next year's event – rent a few mascot costumes, request volunteers to wear to skate with the children during the skating rental



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Future of Canterbury Folk Festival

- Staff notified Board Members that Canterbury Folk Festival would no longer be operating after this year
- Groups interested in further information are asked to contact the Canterbury Folk Festival committee

Ingersoll Talks Business Event

- Staff notified Board Members of upcoming event and asked to direct any RSVP to the Ingersoll Chamber of Commerce

BIA Conference

- OBIAA is hosting their 2019 Conference on Ottawa from March 31st to April 3rd
- Conference provides educational training based on 4 streams of Downtown revitalization
 - o Leadership + Management
 - o Economic Development
 - o Physical Improvements
 - o Marketing + Promotions

Motion for 1 staff member and 2 BIA members to attend the 2019 BIA conference.

Moved by Mike Bowman / Seconded by Dom Ricciuto – Carried.

A: Lauryn to send an email to the BIA Board Members with conference details to determine if anyone is interested in attending.

Direction from Council

- Council approved an election for the BIA
- Clerks Department is determining best practices for this election and will distribute information to the BIA membership when the process has been confirmed

Proposed 2019 Operating Budget

Motion to pass the 2019 Operating Budget.

Moved by Dom Ricciuto / Seconded by Sue Reintjes – Carried.

NEXT MEETING – March 12, 2019



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10. Adjournment

Meeting adjourned at 7:50pm.
Moved by Sue Reintjes.