



**Ingersoll Business Improvement Area (BIA)**  
**Meeting Minutes**  
Monthly Board Meeting  
Tuesday, March 12, 2019  
6:30 PM – J.C Herbert Room – Town Hall

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

Guests: Mark Erhardt – Jokers Crown, Sam Horton – Ingersoll Safe Cycling Committee

1. **Welcome/Introductions – Kathleen Young**  
Called to order at 6:35pm
2. **Disclosure of Pecuniary Interest**  
None.
3. **Approval of BIA Agenda of March 12, 2019**  
Moved by Sue Reintjes, Seconded by Mike Bowman.
4. **Approval of BIA Minutes from February 21, 2019**
  - Previous minutes to be circulated and posted to the website upon approvalMoved by Gord Lesser, Seconded by Lisa Janssen.
5. **Business arising from BIA Minutes – February 21, 2019**
  - To be added as required
6. **Financial Statements and Report from March 12, 2019**  
None.

## 7. Correspondence

None

## 8. Ingersoll Festivals and Special Events

### Family Bike Day

- Event will take place Saturday June 1, 2019 from 7:00am – 1:00pm
- Theme will revolved around the cheese industry and cycling history
- All proceeds from the event will be used to purchase new bikes for those who may otherwise not experience cycling due to financial constraints.
- Event will be promoted on social media and by creating posters
- Sponsorship for this event is available
  - o Sponsorship and volunteer information provided in Appendix A
- Any questions or concerns should be directed to Sam Horton ([sam.horton@rogers.com](mailto:sam.horton@rogers.com))
- Safe Cycling Committee is speaking with Fusion to determine if they are storing an old bike repair station
  - o Objective is to salvage this station and place near the gazebo in Heritage Square with the necessary tools for cyclists to perform repairs on their bikes

**A: BIA is interested in status updates with regards to the bike station and are willing to provide a monetary donation and will wait for the Cycling Committee to provide an update with their findings**

### Red & White Summer Sale

- Suggested to continue with the sidewalk sales on Friday June 28th from 10am-6pm with a Kick-Off to summer event from 3pm-6pm
- Kick Off to Summer event will have:
  - o Kids activities (face painting, bouncy castle, balloon twisting, etc)
  - o Entertainment (live band)
  - o Ice Cream (Mason's will donate ice cream from Heavenly Sweets)
  - o Cookies (Olde Bakery to provide)
  - o Photo Booth

**A: Inquire with Independent and Seniors Centre about BBQ rental**

**A: Inquire with Kelly Taylor about a photo booth rental**

**A: Distribute email to local restaurants informing of event and asking of their interest in participating**

## 9. Any Other Business

### Spring Calendar Update

- Draft copy of Spring Calendar distributed to the Board for review
- A few minor changes were noted and will be updated prior to print
- Calendar will be sent out for print by end of the week (March 15)

## **IngersollWeddings.ca – Marriage License Reimbursement**

- Kelly Taylor (The Bridal Lounge Photography) – who participated in the Homegrown Wedding Pop Up event – inquired about the Ingersollweddings.ca website as they wanted to include the participation form in the “swag bags” for this event
- How does this program work? If you purchase services or products from at least 4 businesses found on the [www.ingersollweddings.ca](http://www.ingersollweddings.ca) website and spend a combined total of at least \$800.00, then your marriage license purchased in Ingersoll can be reimbursed by the Ingersoll Downtown BIA.
- After some investigation, the following information was apparent:
  - o No one has been running the website in quite some time
  - o Website is currently not up and running
  - o There is no list of participating businesses
  - o Fees have not been collected from participating businesses

**A: Amanda Evely to inquire if Kelly Taylor (The Bridal Lounge Photography) is interested in taking over this website to ensure proper promotion and it runs smoothly**

## **Gazebo Lights**

- BIA agrees to purchase soft white, rope lights for the gazebo

**Motion for the BIA to contribute up to \$650.00 towards the purchase of 3x100ft reels.**

**Moved by Mike Bowman / Seconded by Amanda Evely – Carried.**

**A: Lauryn to speak with Darryl Capern to arrange installation**

## **Downtown Signage**

- Board Members agree signage is required in the Downtown area
- Curtis provided a rough cost estimate based on location and style of signs

**Motion for Curtis and Lauryn to proceed with creating an RFP**

**Moved by Gord Lesser / Seconded by Amanda Evely – Carried.**

**A: Lauryn to add signage sponsorship strategy and bidding process to April's agenda**

## **BIA Election**

- BIA Board of Management election will be held at the Town of Ingersoll municipal offices located on the following days:
  - o April 9 from 10:00am to 7:00pm
  - o April 10 from 8:30am to 4:00pm
- Voting Eligibility: owners of properties in the designated business improved area who, as of April 9, 2019, are at least 18 years of age and are assessed the commercial or industrial tax class and subject to the BIA levy, and the tenants of those properties are eligible to vote.
- Each member of the improvement area has one vote regardless of the number of properties that the member may own or lease in the improvement area
- Clerks Department will be distributing further information regarding this election the week of March 18<sup>th</sup>, 2019.
- All questions and/or concerns are asked to be directed to the Clerks Department.

## NEXT MEETING – April 9, 2019

### 10. Adjournment

Meeting adjourned at 8:00pm.  
Moved by Amanda Evely.

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### Appendix A:

#### How you can help for Family Cycling Day

Businesses, Corporations, Service Organizations and Private Assistance

#### Donation:

1. **Platinum donor - \$500.00 or more**  
This will include your logo on our advertising, your banner at the event in the platinum category, local social media advertising. Free admission for three registered riders in the Big Cheese Challenge.
2. **Gold donor - \$250 to \$499**  
Your banner at the event in the gold category, local social media advertisement  
Free Admission for two registered riders - Big Cheese Challenge
3. **Silver donor - \$100 to \$249**  
Your banner at the event in the silver category, local social media advertising. and free admission to one registered rider - Big Cheese Challenge
4. **Bronze - \$50 to \$99**  
Your banner and local social media attention  
We are pleased to accept any donation. The banners need to be provided to the committee prior to the event. We do not have the financial means to purchase a banner for you.

All cheques are to be made out to the Town of Ingersoll - *Memo note: "Family Cycling Day donation"*.

#### Event Sponsors:

Would you like to be the lead sponsor for one of the events?

#### Volunteers:

We need people to help with, committee work, set up and take down, route monitors, bike repairs, manning rest stops, and more.

#### Silent Auction Donations:

Donate an item to the silent auction, along with your business card or advertisement.