



Ingersoll Business Improvement Area (BIA)
Meeting Minutes
Monthly Board Meeting
Tuesday October 8, 2019
5:45 PM – JC Herbert Room – Town Hall

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

1. **Welcome/Introductions – Kathleen Young, Chair**
Meeting called to order at 5:50pm.
2. **Disclosure of Pecuniary Interest**
None.
3. **Approval of BIA Agenda of October 8, 2019**
Moved by Chris Radford, Seconded by Dom Riccuito – Carried.
4. **Approval of BIA Minutes from September 10, 2019**
 - Previous minutes to be circulated and posted to the website upon approvalMoved by Amanda Evely, Seconded by Sue Reintjes – Carried.
5. **Business arising from BIA Minutes – September 10, 2019**
(To be added as required)
 - **BIA Call List**
 - In progress
 - **Laura Secord and Thomas Ingersoll Plaques**
 - In progress



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6. Financial Statements and Report from October 8, 2019

Financial statements were reviewed from September 2019. Statements included paid invoices for the End of Summer Bash (entertainment, balloon twisting, face painting and the Village Voice ad), Summer/Fall Community Calendar, Rotary Christmas Parade donation, Moonlight Madness (balloon twisting).

7. Correspondence

Weddingfavours.ca provided notice that their business had closed in September. All inventory is now on sale and a Facebook group has been created to post all sale items.

8. Ingersoll Festivals and Special Events

- Send Us Your Photos Contest

- Henry Benjamin won September's contest – prize was a gift certificate to the Olde Bakery Café and PBs Fries
- Continue to promote this contest for the month of October
- Floral Occasions will be donating a \$50.00 Gift Certificate

• Winter Calendar – planning on track

- Calendar to be printed the week of October 23rd

• Moonlight Madness / Lighting of the Lights – planning on track

- Event will take place on Thursday November 21st from 6:00pm to 7:30pm in Downtown Ingersoll

9. Any Other Business

• Lighting of the Lights & Santa's Village

- Corporate Services was inquiring about the idea of combining the Lighting of the Lights event with Santa's Village
- Unanimous decision by the BIA Board of Management to not combine/change the date of the Lighting of the Lights event

• Christmas Candy Cane

- Corporate Services was inquiring about the use of the Christmas Candy Cane – does the BIA plan to utilize during the Christmas season?
- Objective is to put up the Candy Cane - will need to speak with Corporate Services regarding logistics of installation (i.e. cement pad required)



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- **The Hub Magazine**
 - Kathy Eller, the Hub Magazine, spoke during Septembers meeting regarding The Hub magazine and its publication
 - Following the meeting, Kathy provided a proposal for the BIA to review:
 - Cost per page is \$900
 - The breakdown would be the BIA purchases \$300.00 – this purchase could be an ad or an advertorial about events/what's happening in town
 - The BIA Board discussed potential avenues for advertising

Motion to promote a full page ad for Moonlight Madness/Shop Ingersoll Draw in November's 'The Hub' issue.
Moved by Dom Riccuito, Seconded by Lisa Janssen – Carried.
- **Committee Guidelines Handbook**
 - Handbook was distributed to the Board of Management, by email, for review
 - Members will be asked to adhere to the guidelines
 - Some members had mentioned not receiving the email with the handbook – Lauryn to redistribute
- **HR Downloads Training**
 - Town of Ingersoll HR Department has circulated all training modules that are to be completed by the Board of Management
 - By law, all members are asked to complete this training
 - Deadline to complete and submit your certificate is November 5, 2019
- **Christmas Hours**
 - Extended Christmas hours to begin December 9th plus businesses to be open on Sunday December 15th and Sunday December 22nd - only applicable to those businesses interested in participating

NEXT MEETING – Tuesday November 5, 2019

10. Adjournment

Meeting adjourned at 6:30pm
Moved by Chris Radford.