



Ingersoll Business Improvement Area (BIA)
Meeting Minutes
 Monthly Board Meeting
 Tuesday November 5, 2019
 6:30 PM – Council Chambers – Town Hall

Board Member	Attendance
Kathleen Young – Chair	Present
Mike Bowman	Regrets
Cheryl Cole	Present
Amanda Evely	Present
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	Regrets
Lauryn Ostermaier – Staff	Present

1. Welcome/Introductions – Dom Riccuito, Chair

Meeting called to order at 6:30pm.

2. Disclosure of Pecuniary Interest

Amanda Evely disclosed a pecuniary interest regarding the Town's Winter Urns display.

3. Approval of BIA Agenda of November 5, 2019

Moved by Amanda Evely, Seconded by Cheryl Cole – Carried.

4. Approval of BIA Minutes from October 8, 2019

- Previous minutes to be circulated and posted to the website upon approval
- Moved by Chris Radford, Seconded by Kathleen Young – Carried.

5. Business arising from BIA Minutes – October 8, 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 November 5, 2019

Financial statements were distributed to the Board of Management. Invoices included costs associated with the Bike Repair Station, radio advertising for the End of Summer Bash/Harvest Fest, Chamber of Commerce event sponsorship, dessert and refreshments for various BIA events and Moonlight Madness.

7. Correspondence

Mark Erhardt resigned from the BIA Board of Management via email. BIA Board to determine how to move forward with filling this vacant seat.

8. Ingersoll Festivals and Special Events

- **Send Us Your Photos Contest**

- No photos were received during the month of October
- Staff suggest the focus shift from the Send Us Your Photo contest to the Shop Ingersoll Draw and relook at the contest in January to determine how it can be modified to gain more traction – Board is in agreement

- **Winter Calendar**

- Calendar has been mailed and should be on everyone's doorstep by Friday November 8th
- Staff will be delivering extra copies of the calendar to BIA businesses in the coming days

- **Moonlight Madness / Lighting of the Lights**

- Event created on Social Media
- The Hub Magazine – 1 page ad sent to Kathy Eller for print
- Radio ad will run from Thursday November 14 to Wednesday November 20th on Easy 101.3

9. Any Other Business

- **Electing a new BIA Board Member**

- Board has suggested to distribute an email to the BIA Membership informing of the available position on the Board of Management

A: Staff to distribute an email notifying the membership of this new opportunity



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- **Bob Mott Tribute**

- ON HOLD – further discussion will occur in the new year

- **Family Day Skate 2020**

Motion to sponsor the Family Day BIA Skate on February 17th, 2020 at the Ingersoll Arena
Moved by Gord Lesser, Seconded by Chris Radford – Carried.

- **Winter Urns**

- Floral Occasions to move forward with creating winter urns for the downtown core
- Amanda Evely asked the Board if there would be any interest in having the BIA help fund the cost of the winter garland that is installed on the storefronts for the Christmas season
- Board agreed this is a large project that should be further discussed for the 2020 Christmas Season – Amanda Evely did not vote on this discussion item

A: Staff is to send an email to the BIA Membership asking those businesses interested in having garland installed on the outside of their storefront to contact Floral Occasions

- **Brainstorming Session – Follow Up Discussion**

- BIA discussed various beautification ideas that included flowers on the bridges, new hanging baskets and flower pots in front of stores.
- Further discussion is required with Parks & Rec to determine logistics, cost, etc. for these projects.

Motion for Gord Lesser to discuss project details with Parks and Rec Department.

Moved by Chris Radford, Seconded by Amanda Evely – Carried.

NEXT MEETING – Tuesday January 14, 2020

10. Adjournment

Meeting adjourned at 7:37pm

Moved by Kathleen Young.