



Ingersoll Business Improvement Area (BIA)

Meeting Minutes

Monthly Board Meeting

Tuesday March 10, 2020

6:30 PM – JC Herbert – Town Hall

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

Guests: Chelsea Stephens – Chamber of Commerce, Jason Anaka – Canadian Tire, Meredith Maywood – Tourism Oxford, Sam Horton and Scott Naisbitt – Safe Cycling Committee

1. Welcome/Introductions - Kathleen Young, Chair

Meeting called to order at 6:35pm.

2. Disclosure of Pecuniary Interest

None.

3. Approval of BIA Agenda of March 10, 2020

Moved by Dom Riccuito, Seconded by Sue Reintjes – Carried.

4. Approval of BIA Minutes from February 11, 2020

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

Moved by Mike Bowman, Seconded by Andrea Mulder – Carried.

5. Business arising from BIA Minutes – February 11, 2020

(To be added as required)

- **Laura Secord and Thomas Ingersoll Plaques – ON HOLD**

- Plaques are ready; waiting for warmer weather to install



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- **Electing Board Members**

- Information was distributed to Chelsea Stephens at the Chamber of Commerce. Chelsea joined our meeting and will determine if she sees a fit with joining the BIA Board of Management.
- Staff to provide an application form to Chelsea to complete and submit for review.

- **HR Downloads**

- HR Downloads is migrating to a new system – until this migration is complete, all training has been postponed.
- All previous training where certificates had been received will remain valid.

- **Beautification Project**

- Gord Lesser received information from Darryl Capern (Parks Manager) with regards to final pricing of baskets and planters for the bridge
- 100 baskets / 60 planters (+brackets) = \$31,000 total (incl. taxes)
- Board agrees to move forward with this project as it is below our budget of \$40,000
- Jason Anaka has asked to be included in next year's flower planting discussion as he may be able to source flowers through his vendors at a discounted rate – Board agreed to this.

6. Financial Statements and Report from March 10, 2020

Financial statements were distributed to the Board of Management. Invoices were from the Family Day Skate and included the My Perfect Princess Party and the Olde Bakery Café (cookies/hot chocolate).

7. Correspondence

None.

8. Ingersoll Festivals and Special Events

- **Family Day Skate**

- A big success – many attendees, the Snow Queen and Snow Princess were a great addition to the event and well received, ran out of cookies and hot chocolate
- Feedback – some attendees arrived just prior to 1pm (the 2019 skate time) as they had seen last year's post on social media. To mitigate this issue, Staff will create an event



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posting on social media or boost postings on FB to ensure the proper information is seen by users

- **Spring Calendar**

- Over 6900 calendars were mailed at the end of February – areas included Salford, Putnam and all of Ingersoll's residences, businesses, apartments and farms
- Staff will distribute the remaining calendars to local businesses
- To boost interest in advertising, Staff will create a flyer notifying of the price to advertise, deadlines to submit and amount of calendars distributed

9. Any Other Business

- **Safe Cycling Committee**

- Sam Horton presented information pertaining to various projects the Safe Cycling Committee are working on for 2020
- One initiative being worked on is looking for ways to explore and promote cycling in the downtown area – great way to attract visitors and a great way to increase business to the downtown core
- Meredith Maywood, Tourism Oxford, provided background information pertaining the Ontario By Bike Program and how easy it is for businesses to get involved / certified
 - This is a free program and works as a great marketing avenue for participating businesses as nearly 5000 cyclists view the Ontario By Bike website
- For businesses who have further questions with getting involved in the cycling community they can contact Sam Horton (sam.horton@rogers.com) or Meredith Maywood (mmaywood@oxfordcounty.ca)
- The Board of Management has agreed to further discuss this opportunity – Staff is to add this discussion topic to April's agenda



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- **Family Cycling Day Event – Donation Request**

- Rick Brokenshire had sent an email to Gord Lesser requesting a donation, in the amount of \$100.00, for this year's Family Cycling Day. Rick had mentioned the downtown will be featured more than it has in prior year with a rest stop at the gazebo and an ice cream giveaway at Heavenly Sweets.

Motion to donation \$100.00 towards the Family Cycling Day event on June 7th, 2020.

Moved by Steve Walker, Seconded by Mike Bowman – Carried.

- **OBIAA Conference**

- Staff reminded the Board that we had allocated enough money in the budget for 3 individuals to attend the upcoming OBIAA Conference in Toronto (April 19-22)
 - Any interested individuals are to contact Lauryn

- **Wayfinding Signage Update**

- Staff notified the Board the RFP has been posted and a company will be selected by March 30th.
- Objective is to have this project complete by July 1st, 2020
- Board has inquired if they will have input in this project as it is being funded through grant money
 - Gord is to follow up with Curtis to determine the amount of input the BIA will have for this project

- **BIA Façade Improvement Application – Jon Skobris, Active Health & Wellness**

- Active Health and Wellness submitted a BIA Façade Improvement Application for their business sign
- Total cost of project is \$3979.44 / 1 quote received from Banner Promotions

Motion to loan \$1000.00, as stated in the BIA Façade Improvement guidelines, towards the new Active Health & Wellness sign.

Moved by Sue Reintjes, Seconded by Steve Walker – Carried.

- **Carnival**

- Council has approved the location of the Carnival to be on St. Andrews Street/arena and to take place from July 16th to July 19th
- Staff suggested to create a sub-committee to allow for better discussion/planning of the carnival – Board agreed.



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- Carnival Committee members include – Steve Walker, Gord Lesser, Mike Bowman, Kathleen Young, Dom Riccuito, Chelsea Stephens, Jason Anaka
- Meeting scheduled for Tuesday March 24th at 6:30pm
- Staff to provide a large map of the town to help with planning logistics of this event

- **2020 Operating Budget**

- Staff provided the Board with a draft copy of the 2020 Operating Budget and Capital Budget – Board reviewed.

Motion to approve the 2020 BIA Operating Budget.

Moved by Steve Walker, Seconded by Sue Reintjes – Carried.

- **Community Calendar**

- Question was posed as to who is eligible to advertise in this calendar. Board confirmed advertising was offered to BIA members.
- Suggestion was to increase the circulation by offering advertising to local business/entrepreneurs located outside of the BIA area
- Board agreed to continue offering advertising spaces to BIA members for the Summer/Fall calendar.
- Staff is to notify businesses of advertising possibilities within the calendar when delivering current spring calendars to businesses (notify of cost, deadlines to submit advertisements, etc.).
- If there is space available, Staff is to promote the advertising opportunity within the Summer/Fall calendar by creating a “Call for Advertisement” ad

- **Meeting Time Limits**

- Suggestion was to determine if there is a better way to maintain our time during monthly BIA meetings
- It was noted most meetings finish between 7:30pm and 8:00pm

NEXT MEETING – Tuesday April 7, 2020

10. Adjournment

Meeting adjourned at 8:04pm

Moved by Steve Walker.