



Ingersoll Business Improvement Area (BIA)

Meeting Minutes

Monthly Board Meeting

Tuesday May 26, 2020

7:00 PM – Zoom Meeting

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

Guests: Chelsea Stephens – Ingersoll District Chamber of Commerce, Ramona Gallagher – Small Business Centre

1. Welcome/Introductions – Kathleen Young, Chair

Meeting called to order at 7:05pm

2. Disclosure of Pecuniary Interest

None.

3. Approval of BIA Agenda of May 26, 2020

Moved by Mike Bowman, Seconded by Dom Riccuito – Carried.

4. Approval of BIA Minutes from April 28, 2020 and May 12, 2020

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

Moved by Gord Lesser, Seconded by Chris Radford – Carried

5. Business arising from BIA Minutes – April 28, 2020

(To be added as required)

- Board Member Vacancy – Update

- Chelsea Stephens submitted an application form which has now been provided to Michael Graves for review. Next step is to receive approval from Council.



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- Safe Cycling – Ontario By Bike Program (On Hold)
 - Staff to resend the BIA portion of the 'Ontario By Bike Program' package to the BIA Board members. This topic will be added to June's monthly meeting agenda for discussion.

6. Financial Statements and Report from May 26, 2020

Invoice received from Parks & Rec Dept. for the new hanging baskets and bridge planters (including hardware) – total cost: \$31,401.95.

7. Correspondence

None.

8. Ingersoll Festivals and Special Events

- Carnival – Update
 - Event cancellation for 2020 has been posted to social media.
 - Curtis has included the event postponement in his report to Council.
- August Sidewalk Day Sale/End of Summer Bash
 - Board agrees that this event will be postponed until 2021
 - Staff to create a social media post notifying the community

9. Any Other Business

- AGM
 - As a Board, our objective was to hold this year's Annual General Meeting in the spring, but, given the circumstances this seems to be an issue
 - Board suggested hosting the AGM via Zoom
 - The meeting should be kept short, no guest speaker, while maintaining the standard requirements of a BIA AGM

Board agrees to hold this year's AGM via Zoom on Tuesday June 23, 2020 starting at 7:00pm. The BIA monthly board meeting will follow the AGM. All are welcome to attend.

- Wayfinding Signage – Update
 - An RFP was released in early March and closed in the mist of the pandemic
 - Staff are not confident all bids were received given the circumstances
 - The grant received for this project has been extended to October 2020



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- Staff have agreed to relaunch this RFP in the upcoming weeks with the objective to have a completed project by Fall 2020.
- Staff will provide further updates as they become available

- BIA Webpage
 - Board has no further feedback or request of changes to this webpage
 - Staff will continue to update with new information on an ongoing basis

- Parking – Follow Up Discussion
 - Feedback received from Board members – people are not paying attention to the curbside pick-up business signs and parking for extended periods of time in front of local businesses
 - Councillor Lessor to ask for a parking enforcement update at the next Council meeting

- 2020 BIA Operating Budget
 - BIA can move forward with implementing project initiatives
 - Staff to work with Finance Dept. to ensure we do not exceed the \$35,000 spending budget as approved by the BIA Board for COVID-19 initiatives
 - A report will be sent to Council for approval

- COVID-19 BIA Initiatives – Sub Committee Update
 - The Sub-Committee has agreed to move forward with the following:
 - **BIA Bucks** – project slated to begin Monday June 1st
 - Email has been sent to the BIA Membership notifying of this program and asking businesses for their participation
 - Staff to resend this email to the BIA Membership to remind of the BIA Bucks program and asking for all to participate
 - Staff to add a line in the email re: redemption – asking businesses to notify Gord Lesser of when they will be redeeming BIA Bucks and the amount being redeemed
 - Millcreek Printing will have a portion of the bucks printed and ready for Monday June 1st.
 - Staff will create a press release to notify the community of this program as well as, promote



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- **PPE**– BIA will subsidize the cost of sneeze guards by 50%
- We are going to limit our purchase of sneeze guards to 100 items – to be purchased from the Glass Doctor – BIA will subsidize a total of \$7500
 - Glass Doctor will have 20 available for the end of this week (May 29) – Gord Lesser to confirm this date
 - Chelsea Stephens noted the Chamber is interested in participating in the subsidization of this program
 - Sneeze guards will be given on a first come, first serve basis
- **Floor decals** (6ft physical distancing) will be printed and given to interested businesses
 - Millcreek Printing to provide a quote – BIA will pay up to \$2500 for decals
 - Mike Bowman mentioned there is a new product that will be more durable and better suitable to adhere to all surface types
 - This product is on back order creating a 2 week time delay
 - Price cannot be determined until shipment received
- Tetra-Chem/Ingersoll Products
 - Staff to send out email to inform businesses of hand sanitizer product costs
- **Wireless Debit Machine** – information was distributed to the BIA membership notifying of various wireless/cordless debit machines and associated costs
- **E-Commerce website** – Objective is to have an online Ingersoll marketplace as a one stop shop for our local community (and beyond) to shop locally.
 - Ramona Gallagher, The Small Business Centre, joined the BIA Meeting to discuss the potential of this e-commerce website initiative as well as, items needed from the BIA to help launch.
 - Ramona noted:
 - The Small Business Centre will be creating this website – Ingersoll will be the pilot site
 - The website will be shop.ingersoll.ca and will be linked to a main Oxford County website database
 - Funding will be submitted by the Small Business Centre to Community Futures Oxford – potential funding to be received if approved is up to \$25,000



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- Objective is to create a web form for each business can enter their business information and it will populate to the website
- We will start with BIA businesses and move forward with adding commercial and industrial businesses within Ingersoll that are not located within the BIA boundaries
- Turn-around time to have a fully functional website is about 10-14 days
- COVID-19 Sub-Committee is to further discuss what the website is to look like, specific information of each business we would like to have included on the website we would like
- Staff to send out a Doodle Poll to determine the next COVID-19 sub-committee meeting date

NEXT MEETING – Tuesday June 23, 2020

- **AGM - 7:00pm**
- **BIA Monthly Meeting to follow**

10. Adjournment

Meeting adjourned at 8:21pm.

Moved by Chris Radford