



Ingersoll Business Improvement Area (BIA)

Meeting Minutes

Monthly Board Meeting

Tuesday June 23, 2020

7:30 PM – Zoom Meeting

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

Guests:

1. Welcome/Introductions – Kathleen Young, Chair

Chair called the meeting to order at 7:28pm.

2. Disclosure of Pecuniary Interest

None.

3. Approval of BIA Agenda of June 23, 2020

Moved by Sue Reintjes, Seconded by Lisa Janssen – Carried.

4. Approval of BIA Minutes from May 26, 2020

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

Moved by Gord Lesser, Seconded by Dom Riccuito – Carried

5. Business arising from BIA Minutes – May 26, 2020

(To be added as required)

- Board Member Vacancy – Update

- Staff confirmed with Michael Graves that Chelsea's application will be included in the July Council meeting.



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- Bob Mott Tribute
 - Mike Bowman has received a write up to include on the repair station. ON HOLD due to COVID-19

- Replacement of signs at the gazebo
 - ON HOLD due to COVID-19

- BIA Bucks – Advertising Update
 - First week of radio advertising began on June 17th and ends today, June 23rd – another radio campaign will run in the coming weeks
 - Information has been given to the creative team at Bell Media for our Digital and TV ad
 - Digital started June 15th (1 week), another ad will run starting July 6th (until July 12th)
 - TV campaign will start July 6 and run until July 20 - distribute campaign to the Board when ready
 - Promotion of BIA Bucks has been ongoing on all social media platforms and BIA webpage
 - BIA Bucks poster - \$5000 bucks sold.
 - Suggestion was to make a change to the town website and the way it is being promoted. People are rather confused with the current statement and how this is working. Create the poster to be a more newspaper style ad – people aren't catching on that they are going to save 20% when they are shopping – needs to be short and sweet slogan. Graphic that shows 20% off – something that catches your eye on the poster. Staff to add a "save 20%" logo to the website and social media post

- Safe Cycling – Ontario By Bike Program (On Hold)
 - Staff distributed the Ontario By Bike program information to the board for review
 - Meredith Maywood confirmed: The BIA really does have to be a champion and supporter, being informed about the program and supporting the cycling committee. Help can be available to educate businesses to start the program (e.g. offer a session) but the BIA will need business champions in the downtown that really want to welcome cyclists and put the work in. I feel you do have these present to make this work.



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- Board agrees we do not have the staff to spend the time to follow this type of initiative. Compliance is required to be handled by the Safe Cycling Committee.
- Concern raised - do we want individuals from various cities coming to Ingersoll due to recent events of COVID-19
- Suggested to put this On Hold – Staff to ask Sam Horton to return to discuss how we could potentially work on this program together. Due to COVID we are quite busy focusing on other items.

- Parking Enforcement
 - Gord Lesser informed the Board that parking reinforcement will begin mid-July

- Sneeze Guards – 3 of each left
 - Gord Lesser informed the Board that 2 or 3 businesses who initially asked for more than one guard would be contacted to determine if they would like to purchase an additional guard for their business. Board agreed.

- Signs for the Doors
 - SW Public Health has signs available on their COVID website for businesses to print
 - Signs provide the customer the following information: if you have any illness to not enter and provides information on who to call

6. Financial Statements and Report from June 23, 2020

No invoices to provide the Board at this time.

7. Correspondence

None.

8. Ingersoll Festivals and Special Events

- Community Calendar
 - Board agrees to move forward with creating/printing 'Community Events Calendar' for the months of September to December. If necessary, we will overlap with the December events calendar if needed.
 - Ideas of calendar content include book of coupons, information on BIA Bucks, good words/statements, etc.



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- Ideally calendar will continue to be used as a business promotional tool and to continue encouraging residents to shop downtown
- BIA Outdoor Shopping Event
 - Stratford BIA received approval from the city's park management board to paint 25 circles, each eight feet in diameter and spaced 16 feet apart, in park space which is to be used for fitness classes, concerts, picnics, fundraisers or other creative events and activities that support small business and help economic recovery
 - We could either piggy back off this idea and the Ingersoll BIA could host an outdoor shopping event which will drive people to our downtown and will encourage people to utilize BIA Bucks. The event could be a sidewalk day sale on the main street or could move to a park location and could occur mid-July. There would be no kids' activities such as face painting or inflatables but would be focused on shopping and spending money in the downtown.
 - Looking for feedback, suggestions from the board with regards to this idea.
 - Businesses could use outdoor space as a shopping opportunity. The challenge is we don't want to attract a crowd. If businesses participate and close the street down some of the restaurants are able to open up and get people out shopping locally.
 - Another suggestion would be to use Victoria Park –option to have a tent in the park to set up tables and sell merchandise
 - Need to continue being mindful of government regulations (i.e. physical distancing).
 - COVID-19 Sub Committee can further discuss. Staff to distribute a Doodle Poll to determine a meeting date.
- Patio Pop Up Application
 - Staff notified the Board that 2 applications have been received
 - Staff are working with the applicants to ensure guidelines are followed and things are aesthetically pleasing and safe for patrons
 - Staff to come up with some sort of campaign to bring general information to the public
- Planters in the back parking lot
 - Gord to follow up with parks department and let Staff know of the discussion outcome. Staff will send an email to the Board with an update.



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9. Any Other Business

- Oxford Economic Stimulus Funding – next steps
 - Board agreed to move forward with submitting an application for the stimulus funding
 - Staff to determine what items to prioritize in the application
 - Objective is to receive the full \$25,000
 - Staff will provide an update to the Board when further information has been received from Community Futures Oxford

NEXT MEETING –

- **Tuesday July 14, 2020 @ 7:00pm**
- **COVID-19 Committee Meeting – Staff to send Doodle Poll to determine meeting date**

10. Adjournment

Meeting adjourned at 8:46pm

Moved by Sue Reintjes.