



Ingersoll Business Improvement Area (BIA)

Meeting Minutes

Monthly Board Meeting

Tuesday July 14, 2020

7:00 PM – Zoom Meeting

Board Member	Attendance
Kathleen Young – Chair	Present
Mike Bowman	Present
Amanda Evely	Present
Lisa Janssen	Regrets
Andrea Mulder	Present
Christopher Radford	Regrets
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

- Welcome/Introductions – Kathleen Young, Chair**
Meeting called to order at 7:00pm.
- Disclosure of Pecuniary Interest**
None.
- Approval of BIA Agenda of July 14, 2020**
Moved by Steve Walker, Seconded by Sue Reintjes – Carried.
- Approval of BIA Minutes from June 23, 2020**
 - Previous minutes to be circulated and posted to the website upon approval
Moved by Gord Lesser, Seconded by Amanda Evely – Carried.
- Business arising from BIA Minutes – June 23, 2020**
(To be added as required)
 - Board Member Vacancy
 - Council has approved Chelsea Stephen's application



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- BIA Bucks – program update
 - Up to \$17,000 have been sold with just short of \$10,000 redeemed.
 - Total of 32 businesses participating in this program
 - Joker's Crown is no longer participating as a seller in this program
 - Staff have reached out to Bell Media requesting the TV ad remove Joker's Crown from the listing – Bell Media is able to make this change
 - Website and social media poster have been updated to show this change
 - Staff to reach out to Joker's Crown to clarify if they will be accepting the BIA Bucks from patrons or will have no part in this program
 - Some participating businesses have asked for a brief write up of this program that includes a list of businesses accepting or selling the bucks to help make our community aware of this offering
 - Board does not feel this is a suitable request – information can be found on the BIA webpage and a sufficient amount of advertising is occurring
 - Staff discussed a new promotional campaign proposed on behalf of Bell Media
 - Concept: From July 27-31st on 97.5 Virgin Radio and Pure Country 93 our stations will highlight a different Ingersoll tourist destination, local business etc. each weekday via our Instagram accounts and give listeners the chance to win \$50 in Ingersoll BIA bucks. Contest will be supported on air and online with accompanying produced promotional spots, on-air live mentions with announces and contest pages on each of our station websites with highlight features. What better way to entice our audiences to #BuyCloseBy and purchase their Ingersoll BIA Bucks than by showing them the best local places to shop, eat, and explore.
 - Total cost for the BIA is \$250 worth of BIA Bucks per the 2 stations – Virgin Radio and Pure Country
 - Total promotional value: \$12,750
- Board would like to see advertising be geared towards highlighting the Town as a whole, not specific to businesses
 - Staff to discuss this request with our Bell Media rep.

Motion to accept this promotional advertising opportunity from Bell Media.

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



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- Sneeze Guards/Floor Decals
 - Staff sent email to the membership on Friday July 10th to notify businesses of available floor decals.
 - Didn't take long for interested businesses to request more decals.
 - Gord Lesser asked Millcreek Printing to print 20 additional decals. Mike Bowman will deliver decals to Lesser Jewellers.
 - Sneeze Guards have been picked up. Gord Lesser dropped off a list of business who require invoices. Staff to distribute invoices.
- Parking
 - Parking enforcement is to begin within the coming days
 - Unsure of the new rules and regulations that will be implemented
 - Gord Lesser to speak to Michael Graves, Clerk, to confirm when parking enforcement will begin,
 - Staff will send an email with this updated information to the membership
- Oxford Economic Stimulus Fund application
 - Application was submitted for the June 30th deadline
 - Of the \$180,000 worth of funding available, \$440,000 worth had been submitted in applications
 - Local Economic Development Officers are lobbying for more funds however, further information is required from Community Futures Oxford
 - Staff to provide an update to the board when available

6. Financial Statements and Report from July 14, 2020

- Heart FM
 - Shop Local/Support Local (May) - \$423.75
 - Father's Day Shop Local campaigns - \$423.75
- BIA Bucks
 - Millcreek Printing - \$732.51
 - Bell Media Radio Campaign – Total \$1412.50
 - Virgin Radio - \$621.50
 - Pure Country – \$565.00



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- 1290 CJBK - \$226.00
- Glass Doctor (Sneeze Guards) - \$3,390.00

Motion to confirm receipt of invoices as outlined above.
Moved by Dom Riccuito, Seconded by Steve Walker – Carried.

7. Correspondence

Staff sent an email to the membership notifying of the July 10th vandalism.

8. Ingersoll Festivals and Special Events

- Community Calendar
 - Staff sent an email to the membership requesting participation for the upcoming calendar.
 - To date, 37 spots have been filled. Deadline to participate is Wednesday July 22nd.
- Ingersoll's Big Spend – August Event
 - Motion to host the Ingersoll's Big Spend event was defeated by Council during the Monday July 9th meeting. Council suggested this was not the right time to be hosting an event of this nature.
 - The event will not move forward at this time.

9. Any Other Business

- LED Sign Dewan Park – process to advertise an event
 - Staff to draft guidelines with regards to how community groups, non-profits, etc., can request a spot to advertise on the sign.
 - Staff to provide guidelines to the board during the August monthly meeting.

NEXT MEETING – Tuesday August 11, 2020 @ 7:00pm via Zoom

10. Adjournment

Meeting adjourned at 7:38pm.
Moved by Steve Walker.