



Ingersoll Business Improvement Area (BIA)

Minutes

Monthly Board of Directors Meeting

Tuesday August 11, 2020

7:00 PM – Zoom Meeting

Notice: This meeting was held virtually and was not recorded. Any member of the public wishing to view future virtual meetings may contact business@ingersoll.ca for a link to the 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
Chelsea Stephens	Present
Steve Walker	Regrets
Gord Lesser - Councillor	Present
Curtis Tighe – Staff	Present

Guests:

- 1. Welcome/Introductions – Kathleen Young, Chair**
Call to order at 7:04
- 2. Disclosure of Pecuniary Interest**
None
- 3. Approval of BIA Agenda of August 11, 2020**
THAT The Agenda for the August 11, 2020 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.
Moved by Chelsea Stephens, Seconded by Amanda Evely; Carried
- 4. Approval of BIA Minutes from July 14, 2020**
THAT The Minutes of the July 14, 2020 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.
Moved by Andrea Mulder, Seconded by Sue Reintjes; Carried



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5. Business arising from BIA Minutes – July 14, 2020

- BIA Bucks
 - Councillor Lesser mentioned approximately \$27,000 has been sold with a good variety of stores redeeming bucks
 - Councillor Lesser anticipates being sold out sometime in September, suggested adding more money to the program
 - Councillor Lesser has been tracking the stores that have redeemed them and when, approximately 20 stores have redeemed bucks at this point
 - The Ingersoll District Chamber of Commerce will be purchasing 200 \$10 bucks for the wine and cheese baskets for the virtual event
 - Councillor Lesser will circulate information on where the Bucks have been redeemed and look at the budget to determine extending the program by an additional \$10,000 for an economic impact of \$50,000

- LED Sign –Guidelines
 - Guidelines of what can be advertised on the LED sign was circulated for the board's information

- Parking – Enforcement resumption
 - Enforcement has resumed in the Downtown core in early August

- Oxford Economic Stimulus Fund
 - The BIA was unsuccessful in their grant application however it's anticipated that there will be an additional round of intakes to the grant in January 2021

- Sneeze Guards picked up at Lesser Jewellers need to be invoiced.

6. Financial Statements and Report ending July 31, 2020

- Board requested that the budget amounts be added on the financial statement
- Board questioned what the Tax Refunds/Abatements line means and why there was a large increase to this line
 - Staff to provide this information to the board for the next meeting



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7. Correspondence

None

8. Ingersoll Festivals and Special Events

- Community Calendar
 - o Mike Bowman mentioned that due to the pandemic the calendar is largely blank and is questioning the value of sending it out this fall
 - o Committee discussed adding information on COVID-19 and links to information instead of the calendar
 - o Councillor Lesser to work with Mike Bowman to add content to the calendars

- Moonlight Madness & Lighting of the Lights
 - o The board discussed the uncertainty of whether the event will proceed or not and whether it would be in a different format

RESOLUTION

- That the board of directors for the Ingersoll Downtown BIA requests that Thames Street be closed from King St. to Charles St. from 7:00 pm to 8:00 pm on November 19th, 2020 for the lighting of the lights subject to adherence to public health, Town, and Provincial guidelines.
 - Moved by: Chelsea Stephens; Seconded by: Dom Riccuito - Carried

9. New Business

- BIA Coordinator Position
 - o The Board's preference is to continue with a shared staff member with the Town

- Directional Signage
 - o The signage will be up and completed by sometime in October to satisfy the requirements of the grant

- Bob Mott Tribute & Historical Signs at the Gazebo
 - o Mike Bowman mentioned that the supplies to complete the tribute and historical plaques are difficult to source during the pandemic and he is currently waiting on replenished stock



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NEXT MEETING – Monday August 24th at 7pm via Zoom

10. Adjournment – Moved by Dom Riccuito 8:41pm