



Ingersoll Business Improvement Area (BIA)

Minutes

Monthly Board of Directors Meeting

Monday August 24, 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	Absent
Amanda Evely	Absent
Lisa Janssen	Present
Andrea Mulder	Present
Christopher Radford	Present
Sue Reintjes	Absent
Dom Riccuito	Regrets
Chelsea Stephens	Present
Steve Walker	Present
Gord Lesser - Councillor	Present
Curtis Tighe – Staff	Present

Guests:

1. Call to Order: 7:02

2. Disclosures of Pecuniary Interest - None

3. Approval of Agenda of August 24, 2020

THAT the agenda for the August 24, 2020 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Chris Radford

Seconded by: Steve Walker

4. Approval of BIA Minutes from August 11, 2020

THAT the minutes of the August 11, 2020 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Chelsea Stephens

Seconded by: Andrea Mulder

5. Financial Statements and Report ending July 31, 2020

Board received as information

6. Correspondence

Board received as information

7. Business Arising

a) BIA Bucks – Update

Board received update from Gord Lesser

THAT The BIA Board of Directors extend the BIA Buck Program contributing an additional \$10,000 subsidy to result in \$50,000 in spending in the participating stores.

Moved by: Gord Lesser, Seconded by: Steve Walker; Carried

b) Advertising – Bell Media Proposal

THAT The BIA Board of Directors continue advertising with Bell Media as outlined in the proposal at an amount of \$5,375 plus the BIA bucks for giveaways.

Moved by: Gord Lesser Seconded By: Andrea Mulder

c) E-Marketplace – Update

Received as information

d) Parking enforcement – General Discussion

President Kathleen and Dom to meet with Town CAO to discuss public notice and parking concerns.

e) Community Calendar – Update from Mike Bowman

Report from Mike Bowman deferred to next meeting.

f) Moonlight Madness & Lighting of the Lights – General Discussion

Request for road closure from August 11 meeting to go to Council September 14, 2020 for consideration. Planning to take place following this.

8. Adjournment

THAT the August 24, 2020 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by:Chris Radford

NEXT MEETING: September 28, 2020 7:00pm - Zoom