



Ingersoll Business Improvement Area (BIA)

Minutes

Monthly Board of Directors Meeting

Monday September 28, 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	Absent
Andrea Mulder	Present
Christopher Radford	Regrets
Sue Reintjes	Present
Dom Riccuito	Present
Chelsea Stephens	Regrets
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 September 28, 2020

THAT the agenda for the September 28, 2020 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Dom Riccuito Seconded by: Mike Bowman Carried

4. Approval of BIA Minutes from August 24, 2020

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

Moved by: Gord Lesser Seconded by: Amanda Evely Carried

5. Financial Statements and Report ending August 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

\$54,000 BIA Bucks have been sold, \$40,000 redeemed

24 different stores have redeemed

Increase in traffic in general, some have been advertising using BIA Bucks as a promotion and have noticed an increase in traffic.

b) Advertising – Bell Media Update, Hope FM & Faith FM Proposal

The board decided not to proceed with the proposal from Hope FM & Faith FM

c) E-Marketplace – Update

No update provided by Ramona Gallagher

d) Community Calendar – Update from Mike Bowman

Mike discussed concerns around the Community Calendar due to the pandemic and lack of advertisements.

Mike Bowman left the meeting.

The Board discussed what to do instead of the annual Christmas calendar.

THAT the board of directors for the Ingersoll BIA do not proceed with the annual Christmas calendar for 2020 and instead proceed with hiring Millcreek Printers to design ads to be boosted on Facebook. Budget for the design and Facebook advertising not to exceed \$2,000. Moved by Steve, Seconded by Sue – Carried

e) Rural Economic Development (RED) Grant targeted intake

Staff discussed the targeted RED program, the board received it as information

f) Moonlight Madness & Lighting of the Lights

The board discussed establishing a sub-committee to plan for the lighting of the lights event

g) Downtown beautification

Board members invited to join the walkabout on October 14th at 1pm

h) Report on discussions with Town CAO

Kathleen Young and Dom Ricciuto provided the board with a recap of their meeting with Bill Tigert, CAO of the Town

i) Wayfinding Signage

Staff updated the board on the wayfinding signage project

8. Adjournment

THAT the September 28, 2020 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by: Amanda at 8:05

NEXT MEETING: October 26, 2020 7:00pm - Zoom