



Ingersoll Business Improvement Area (BIA)

Minutes

Monthly Board of Directors Meeting

Monday October 26, 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 (left at 7:33)
Amanda Evely	Present
Lisa Janssen	Present
Andrea Mulder	Present
Christopher Radford	Present
Sue Reintjes	Present
Dom Riccuito	Present
Chelsea Stephens	Present
Steve Walker	Present
Gord Lesser - Councillor	Present
Curtis Tighe – Staff	Present

Guests:

- 1. Call to Order: 7:14pm**
- 2. Disclosures of Pecuniary Interest** – Amanda Evely declared a pecuniary interest on item 7g) Winter Decorations
- 3. Approval of Agenda of October 26, 2020**
THAT the agenda for the October 26, 2020 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.
Moved by: Chelsea Stephens Seconded by: Gord Lesser Carried
- 4. Approval of BIA Minutes from September 28, 2020**
THAT the minutes of the September 28, 2020 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.
Moved by: ChrisRadford Seconded by: Gord Lesser Carried

5. Financial Statements and Report ending September 30, 2020

Board received as information

6. Correspondence

Board received as information

7. Business Arising

a) BIA Bucks – Update

Board received update from Gord Lesser

\$71,000 of BIA Bucks have been sold to date with \$61,000 having been redeemed.

A number of visitors to the Town are commenting that they've heard the ads and are coming as a result of the ads.

Gord updated the board on McKim's past BIA Bucks outstanding redeemed BIA Bucks without reimbursement \$1592 is outstanding and it's documented

THAT \$1592 of outstanding redeemed BIA Bucks be reimbursed to E.W. Mckim Quality Home Hardware by the Ingersoll Downtown BIA. This shall satisfy any outstanding debts to E.W. Mckim Quality Home Hardware's BIA Buck reconciliation.

Moved by: Mike Bowman Seconded by: Dom Riccuito Carried

b) Advertising – Heart FM Campaign, Downtown Video

THAT the Ingersoll BIA provide \$500 of funds to partner with Supporting Oxford and Community Futures Oxford for one half day of filming at up to 4 retailers promoting Downtown Ingersoll.

Moved by: Steve Walker Seconded by: Dom Riccuito Carried

c) E-Marketplace – Update

<http://eo.demo.modevmedia.com/>

d) Moonlight Madness & Lighting of the Lights

A week-long event November 16-21

Video lighting on November 19 (Fusion?)

Bell Media November 12 – November 19 advertising

Heart FM November 12-November 19

Businesses are encouraged to create promotions during the week and find out their hours to promote on the website and FB and if they have an online shop

THAT the board spend up to \$7000 advertising Christmas shopping in Downtown Ingersoll.

Moved by: Steve Walker Seconded: Dom Riccuito Carried

e) Downtown beautification

October 14th – Gord and Steve met with Kyle and Darryl and took the map and did a walk around to define area and changes to make. Areas to have an immediate impact next year will be bridge baskets

The parking lot behind the arena will have flowers, low maintenance areas developed.

Outdoor artwork using metal preferably in 2022 or 2023

Darryl will put a package together for January to be presented to the board to discuss plans.

f) Wayfinding Signage

Staff updated the board on the wayfinding signage project

g) Winter Decorations

\$2000 has been budgeted for 50% subsidy of garland and \$2000 for parking post décor.

8. Adjournment

THAT the October 26, 2020 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by: Steve Walker at 8:43

NEXT MEETING: November 23, 2020 7:00pm – Zoom