



Ingersoll Business Improvement Area (BIA)

Minutes

Monthly Board of Directors Meeting

Monday November 23, 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	Regrets
Sue Reintjes	Present
Dom Riccuito	Regrets
Chelsea Stephens	Present
Steve Walker	Present
Gord Lesser - Councillor	Present
Curtis Tighe – Staff	Present

Guests:

1. Call to Order: 7:03 pm

2. Disclosures of Pecuniary Interest - None

3. Approval of Agenda of November 23, 2020

THAT the agenda for the November 23, 2020 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Chelsea Stephens Seconded by: Steve Walker Carried

4. Approval of BIA Minutes from October 26, 2020

THAT the minutes of the October 26, 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 October 31, 2020

Board received as information

6. Correspondence

Board received as information

Board decided to offer a boosted ad through BIA's Facebook page or a refund due to the board not producing the fall calendar.

7. Business Arising

a) BIA Bucks

Councillor Lesser provided an update that \$114,000 of the BIA Bucks have been sold, and \$86,000 have been redeemed

THAT the BIA Board of Directors authorizes an additional \$10,000 be allocated to BIA Bucks at a 20% discount resulting in an additional \$50,000 in spending in the Downtown with sales ending at \$150,000 or December 19, 2020 whichever occurs first.

Moved by: Mike Bowman Seconded by: Sue Reintjes Carried

Social Media Announcement to go out: The BIA Board of Directors would like to thank you for all of your support. Your BIA Buck purchases will result in \$114,000 in spending in Downtown Ingersoll. BIA Buck sales will be ending once sales hit \$150,000 or December 19th whichever occurs first. If you haven't bought your BIA Bucks yet, please do, you'll save yourself 20% and #SupportLocalBusinesses. #BuyCloseBy

b) Advertising – Bell Media Proposal

THAT the BIA Board of Directors declines the Bell Media Season's Greetings proposal.

Moved by: Gord Lesser Seconded by: Andrea Mulder Carried

c) Christmas Madness & Lighting of the Lights – Review

The Board reviewed the Christmas Madness and Lighting of the Lights events and comments were generally favourable.

Board wants to look at having a combination event of the old Moonlight Madness and new Christmas Madness in 2021

d) Wayfinding Signage Update

The board commented that the signs look great.

e) Garland

THAT the BIA Board of Directors authorizes an additional \$500 in garland sponsorship and Christmas post decorations.

Moved by: Steve Walker Seconded by: Sue Reintjes Carried

8. Adjournment

THAT the November 23, 2020 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by: Steve Walker