



Ingersoll Business Improvement Area (BIA)

Minutes

Monthly Board of Directors Meeting

Monday January 25, 2021

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

Guests: Ramona Gallagher – Manager Small Business Centre, Nancy Wilder – Chair Ingersoll Creative Arts Centre, Alayne Brisson – Vice Chair Ingersoll Creative Arts Centre

1. **Call to Order: 7:03 pm**
2. **Disclosures of Pecuniary Interest - None**
3. **Approval of Agenda of January 25, 2021**

Add 7b) Ingersoll Creative Arts Centre

THAT the agenda for the January 25, 2021 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Chelsea Stevens

Seconded by: Sue Reintjes

Carried

4. **Approval of BIA Minutes from November 23, 2020**

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

Moved by: Andrea Mulder

Seconded by: Sue Reintjes

Carried

5. Financial Statements and Report ending December 31, 2020

The board received as information.

6. Correspondence

The board received as information.

7. Business Arising

a) E-Marketplace Update

Ramona Gallagher – EngageOxford.ca

- Website in final stages will be launched February 1st
- Open to home based, commercial, and industrial businesses
- Will have events page section, any business promoting event can be submitted to the site
- Will have news section
- Delay due to COVID and work on digital mainstreet, only one business from Ingersoll applied for digital mainstreet, 21 applied across the county and 17 were successful
- Will be managed by Small Business Centre but will be separate
- Will be more of a directory than an e-commerce site, but has the potential for e-commerce once the logistics are finalized
- No fee for businesses

b) Ingersoll Creative Arts Centre

- Charitable organization, have several exhibitions throughout the year
- Interested in a collaboration with the BIA businesses
- Suggestion to encourage students to draw or paint businesses in the downtown core and then the Chamber of Commerce may use it in their e-blasts

c) BIA Bucks

THAT up to \$10,000 be allocated in the 2021 budget for subsidization of the BIA Buck program at 10% to commence on March 1st 2021 with \$5,000 to be immediately committed to the program and an additional \$5,000 to be deployed at the COVID-19 Subcommittee's discretion.

AND FURTHER THAT the program shall end once allocated funds are expended.

Moved by: Dom Riccuito

Seconded by: Sue Reintjes

Carried

d) Curbside Pickup Signage

THAT up to 2 signs per business offering curbside pickup be purchased out of the 2021 budget.

Moved by: Steve Walker

Seconded by: Sue Reintjes

Carried

e) OBIAA/Ferraro Giveaway

THAT the boxes of Ferraro chocolates received through the OBIAA be distributed to those BIA Businesses that have indicated an interest in participating in the program.

Moved by: Dom Riccuito

Seconded by: Sue Reintjes

Carried

f) DRAFT Budget 2021

THAT adoption of the BIA Budget be deferred until the February 22nd meeting of the BIA.
Moved by: Dom Riccuito Seconded by: Andrea Mulder Carried

g) BIA Coordinator Position

- There will be a report to Council regarding the future of the Economic Development and Tourism Assistant position performing the role of coordinator at the February Council meeting discussing Town staff concerns with the position

8. Adjournment

THAT the January 25, 2021 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by: Chelsea Stephens at 8:13pm

NEXT MEETING: February 22, 2021 7:00pm - Zoom