



Ingersoll Business Improvement Area (BIA)

Minutes

Monthly Board of Directors Meeting

Monday February 22, 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	Joined at 7:30
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	Joined at 7:15
Curtis Tighe – Staff	Present

Guests: Scott Naisbitt, Sam Horton, Michael Graves, Bill Tigert, Kristy Van Kooten-Bossence

1. Call to Order: 7:01 pm

2. Disclosures of Pecuniary Interest - None

3. Approval of Agenda of February 22, 2021

THAT the agenda for the February 22, 2021 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Andrea Mulder

Seconded by: Chelsea Stephens

Carried

4. Approval of BIA Minutes from January 25, 2021

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

Moved by: Chris Radford

Seconded by: Steve Walker

Carried

5. Financial Statements and Report ending January 31, 2021

6. Correspondence

OBIAA Governance Training – presented by Kay Matthews, OBIAA Executive Manager
Wednesday March 24, 2021

Zoom format – with recording of session for future viewing by those that cannot attend.
Interactive questions and answer session to follow.

Cost: \$500 total

Looking for partners to help share in this cost.

THAT the Ingersoll Downtown BIA partners with the Downtown Woodstock BIA for
Governance Training with a financial commitment of up to \$250.00

Moved by: Dom Ricciuto Seconded by: Steve Walker

7. Business Arising

a) BIA Coordinator Position

- Weekend and evening hours
- Chamber of Commerce uses contract positions
- Mike Bowman - Looking at contract position, Mike suggested contract position, as well as Museum for same position, more assistance for events, vary hours to accommodate weekends, nights evenings
- Steve Walker – sharing the duties with the Museum doesn't make sense, should be focused on Downtown, just specifically for the BIA
- Dom Ricciuto – The BIA would bill the Town for hours, same position but reverse
- Mike Bowman – trying to give the person full time hours to keep them around
- Sue – everything would be in writing
- Gord Lesser – suggested 2 days for the Town, 2 days for the BIA, synergy between the two organizations, mainly an event planner position
- Bill Tigert– would it fit in to the budget that was just completed, business case needs to be made for staffing issues, wants to see a strong successful downtown, if a business relationship isn't equitable to both parties a discussion should happen, more than a 1 person job, Municipal employers have little flexibility to slot them in, current position doesn't work administratively,
- Gord Lesser – BIA Contracting person, to reduce expenses,
- Steve Walker – Board needs to define what needs to be done, what's required, can hours and responsibilities be reduced?
- Discussion around contract 16 hours

THAT Dom and Kathleen form a subcommittee to continue discussions with Town Staff regarding the BIA coordinator position and whether it can be a shared position with the Museum.

Moved by: Sue Reintjes Seconded by: Chris Radford

b) Cycling Friendly Downtown Discussion

- Scott Naisbitt and Sam Horton attended
- Oxford County Cycling Master Plan is underway and a provincial route will exist between Ingersoll and Woodstock

- Ingersoll Safe Cycling Committee will assist businesses to meet criteria, Businesses will receive marketing for being cycle friendly.
- Comfort Inn, Elm Hurst and Wine & Cheese Shop are cycle friendly now
- Kathleen to provide letter of support to Committee

c) BIA Bucks – Advertise on Facebook, and Downtown Sign, update website

OESF Grant

THAT the BIA Board of Directors submit a grant application to the Oxford Economic Stimulus Fund requesting the amount of \$25,000 to expand the BIA Buck program including an advertising campaign with Bell Media.

Moved by: Dom Ricciuto Seconded by: Sue Reintjes Carried

THAT the BIA Board of Directors authorize reimbursement in the amount of \$25,000 for BIA Buck redemption to Gord Lesser.

Moved by: Chris Radford Seconded by: Andrea Mulder Carried

8. Adjournment

THAT the February 22, 2021 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by: Chris Radford - 8:44

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