



Ingersoll Business Improvement Area (BIA)

Minutes

Monthly Board of Directors Meeting

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

Guests: None

1. Call to Order: 7:09 pm

2. Disclosures of Pecuniary Interest - None

3. Approval of Agenda of March 22, 2021

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

Moved by: Chelsea Stephens

Seconded by: Gord Lesser

Carried

4. Approval of BIA Minutes from February 22, 2021

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

Moved by: Gord Lesser

Seconded by: Chelsea Stephens

Carried

5. Financial Statements and Report ending February 28, 2021

BIA Monthly Financial Report-2021

TOWN OF INGERSOLL
Ingersoll-SUMMARY
For the Two Months Ending Sunday, February 28, 2021

Account #	Description	Current Month Actual	2020YTD Actual	2021YTD Actual	Annual Budget	Remaining Budget	% Expended
INCOME & EXPENSES - FULL							
REVENUES:							
01498	MISCELLANEOUS RECOVERIES	\$0	(\$3,000)	\$0	\$0	\$0	0%
01950	TRSFs FRM OWN FUNDS-RESERVES	0	17,229	0	0	0	0%
	TOTAL REVENUES	0	14,229	0	0	0	0%
EXPENSES:							
10010:10140 + 12995	SALARIES FULL TIME	0	1,900	0	0	0	0%
40500	SPECIAL EVENTS	0	0	(14,840)	0	14,840	0%
40510	ENTERTAINMENT	0	894	0	0	0	0%
40600	MEMBERSHIP FEES	0	229	0	0	0	0%
40610	MEETINGS AND CONFERENCES	0	1,820	0	0	0	0%
40700	AUDIT FEES	0	(4,274)	(2,100)	0	2,100	0%
	TOTAL EXPENSES	0	570	(16,940)	0	16,940	0%
	(SURPLUS)/DEFICIT	0	14,799	(16,940)	0	16,940	0%

6. Correspondence

- OBIAA Newsletter: <https://mailchi.mp/5e693785620c/5536q5ysfg-1191170?e=20c4850004>
*Any board member can be signed up to receive the newsletters
- Oxford Economic Stimulus Fund Grant - \$5,000 for advertising and promotion (develop plan)
- Curtis to get estimates/proposals from Village Voice 2 months wide area ¼ page Heart FM \$200-300 2 months social media
- Press Release to newspapers in the near future to promote the program – Chelsea to draft
- OBIAA Board Governance Training Session – March 24, 2021 9:30-11am
 - o Chelsea, Kathleen, Gord, Steve have signed up

Emails have been circulated to the board regarding this.

- Free E-Commerce Webinar information circulated Thursday March 25 12:00-1:30 hosted by Community Futures Oxford and the Social Factory
- Daytripper Magazine
- Proposal forwarded to the board for review.
- Board not interested in advertising

SOLLGOOD Funding Request

- Request further information and ask them to keep us in the loop for further discussion

7. Business Arising

- a) BIA Coordinator Position
 - Friday March 5, Dom and Kathleen met with Michael Graves
 - Dom and Kathleen developed a job description
 - Friday March 12, met with Scott Gilles and Michael Graves, and discussed collaboration with the museum

Meeting on Friday to further discuss details on the position looking at 2 days for the BIA Coordinator and 1 day for the Museum (24 hours combined)

b) BIA Bucks

- Facebook ads have been created and circulated to members
- Dewan Park Sign Updated with information
- Flyer advertising the program developed and circulated to businesses
- Three new businesses agreed to accept BIA Bucks – Jingles, Kraft Korner, and the Ingersoll Barber Shop
- Reports circulated

c) OBIAA/Ferrero Giveaway

- Kathleen updated the board that 21 businesses participated, some used for Valentine promotions, some for E-commerce platforms, and some had a draw
- Very well received and appreciated, thought it was worthwhile

d) DRAFT Budget 2021

THAT the 2021 BIA Budget be adopted as presented.

Moved by: Dom Ricciuto

Seconded by: Gord Lesser

Carried

e) Cycle Friendly Downtown Update

- Kathleen forwarded a letter of support to the Cycling Committee
- Elm Hurst, Comfort Inn, the Wine & Cheese Shop are cycle friendly now
- The Olde Bakery Café is interested, Chocolatea will take a look

8. Adjournment

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

Moved by: Andrea Mulder 8:10 PM

NEXT MEETING: April 26, 2021 7:00pm - Zoom