



Ingersoll Business Improvement Area (BIA)

Minutes

Monthly Board of Directors Meeting

Monday May 31, 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	Absent
Amanda Evely	Absent
Lisa Janssen	Present – Left at 7:30, rejoined at 7:40
Andrea Mulder	Present
Christopher Radford	Regrets
Sue Reintjes	Present
Dom Riccuito	Absent
Chelsea Stephens	Present
Steve Walker	Absent
Gord Lesser - Councillor	Present
Curtis Tighe – Staff	Present

Guests: Meredith Maywood

1. Call to Order – 7:05

- 2. Disclosures of Pecuniary Interest** – Chelsea Stephens declared a pecuniary interest on item 7 b), filed the necessary paperwork with the Clerk and did not participate in the discussion.

3. Approval of Agenda of May 31, 2021

THAT the agenda for the May 31, 2021 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Gord Lesser Seconded by: Andrea Mulder Carried

4. Approval of BIA Minutes from April 26, 2021

THAT the minutes of the April 26, 2021 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Chelsea Stephens Seconded by: Gord Lesser Carried

5. Financial Statements and Report ending April 30, 2021

BIA Monthly Financial Report-2021

TOWN OF INGERSOLL
Ingersoll: BIA FUND
For the Four Months Ending Friday, April 30, 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%
01541	INTEREST EARNED	(6)	0	(6)	0	6	0%
01950	TRFS FRM OWN FUNDS-RESERVES	0	37,583	0	0	0	0%
	TOTAL REVENUES	(6)	34,583	(6)	0	6	0%
EXPENSES:							
10010:10140 + 12995	SALARIES FULL TIME	0	4,523	0	0	0	0%
40280	INSURANCE	0	358	0	0	0	0%
40500	SPECIAL EVENTS	0	0	710	0	(710)	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	(2,137)	(2,100)	0	2,100	0%
40760	TAX REFUNDS/ABATEMENTS	0	214	79	0	(79)	0%
40990	ADVERTISING - RADIO	500	366	729	0	(729)	0%
41000	ADVERTISING	0	3,020	0	0	0	0%
	TOTAL EXPENSES	500	9,287	(582)	0	582	0%
	(SURPLUS)/DEFICIT	494	43,870	(589)	0	589	0%

6. Correspondence

- OBIAA Newsletter: <https://mailchi.mp/77ea16204dfe/5536g5ysfg-1191330?e=f3249018d6>
*Any board member can be signed up to receive the newsletters
- Email from Steve Walker – Resignation as of May 7th, 2021 received by Kathleen

7. Business Arising

- Sign at Gazebo & Art Installation project - Meredith Maywood, Tourism Oxford
 - Signage at a variety of locations across Oxford County including the Cheese museum promoting the cheese trail to increase engagement with area
 - Interested in utilizing the three sided trail sign at the gazebo to incorporate information about the trails and would like to have a meeting to discuss this
 - Meredith sees a great opportunity to promote public art and community engagement in Ingersoll
 - Kathleen mentioned that the BIA has budgeted for art installations and the BIA is looking to partner with the museum
 - The board will establish a committee members – Gord, Kathleen, Chelsea, Curtis Tighe – advertise to BIA membership for committee members
- BIA Coordinator Position
 - Zoom meeting on May 28th, Monique is drafting an agreement for consideration, hours may need to be less than 700 hours and museum pay versus BIA pay
 - Next meeting June 11
- BIA Bucks Update
 - Gord mentioned that the lockdown has greatly affected the sales of BIA Bucks and suggested that the board consider 20% off instead of 10%

THAT the BIA Board revise the BIA Buck program to a discount of 20% from 10% starting with the stage 2 reopening following the current Provincial lockdown.

AND FURTHER THAT the businesses that have purchased the BIA bucks at 10% be reimbursed the difference for any remaining unsold BIA Bucks at that time.

Moved by: Gord Lesser, Seconded by: Chelsea Stephens Carried

d) BIA Bucks Advertising

- Staff to put the Heart FM social media on hold
- Find out what time this would air
- Gord to find out prices from Millcreek on the entrance sign sliders, source for banner across main street
- Staff to find out about hanging the banner across the main street

e) Bob Mott Tribute and Historical Plaques - Deferred

f) Bike Friendly Update

- Sam Horton forwarded an email that Ingersoll has met the criteria to become a cycle friendly downtown
- The Museum will become the hub for the cycling Town

8. Adjournment

THAT the May 31, 2021 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by: Chelsea Stephens – 8:09

NEXT MEETING: June 28th 7PM (Zoom)