



Ingersoll Business Improvement Area (BIA)

Minutes

Monthly Board of Directors Meeting

Monday August 30, 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 – 7:30pm
Amanda Evely	Absent
Lisa Janssen	Present
Andrea Mulder	Regrets
Christopher Radford	Present
Sue Reintjes	Present
Dom Riccuito	Regrets
Chelsea Stephens	Regrets
Gord Lesser - Councillor	Present
Curtis Tighe – Staff	Present

Guests:

1. Call to Order – 7:02

2. Disclosures of Pecuniary Interest - None

3. Approval of Agenda of August 30, 2021

THAT the agenda for the July 26, 2021 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Chris Radford

Seconded by: Sue Reintjes

4. Approval of BIA Minutes from July 26, 2021

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

Moved by: Chris Radford

Seconded by: Lisa Janssen

5. Financial Statements and Report - Unavailable

6. Correspondence

- OBIAA Conference Update - <https://mailchi.mp/23be66e8bbb8/5536q5ysfg-1191526?e=f3249018d6>

7. Business Arising

- a) BIA Bucks Promotion
 - Bell Media Campaign has started as of August 18 and will run until September 12
 - Radio ads August 23rd to September 6th
 - Digital ads August 23rd to September 5th
 - On air interview with Gord yet to be scheduled
- b) BIA Bucks Sales Update
 - Gord circulated a redemption report
 - Sales are holding steady around \$20,000 purchased
 - Approximately \$160,000 have been redeemed in 2021
- c) BIA Coordinator Position
 - The position was reposted as a Town employee and not an independent contractor
 - 6 resumes were shortlisted, 4 were interviewed on Thursday and a preferred candidate was offered the position
- d) Art Installation Sub-Committee – Meeting Date/Time
 - The new coordinator will be asked to schedule the meeting
- e) Bike Friendly Downtown Update
 - The final step was completed by the Safe Cycling Committee and Ingersoll now has a cycle friendly Downtown
- f) Board Vacancies – No responses
 - Staff emailed the BIA membership to gauge interest and no one indicated interest in the position
- g) Bob Mott Tribute & Historical Plaques
 - The historical plaques are up according to Mike Bowman
 - Mike indicated the tribute is ready, Kathleen will consult with Bob's family to schedule an unveiling for the family and interested members to attend
- h) Moonlight Madness vs. Christmas Madness
 - A poll was released and Christmas Madness will be from November 22-27th
 - Staff will send out a notice to the membership to save the date for November 22-27th
- i) Thames St. Tour
 - Jen Walsh has indicated that she's planning an event from 10-4 September 18th
 - Staff will get more information from Jen and circulate to the Board for comment

8. Adjournment

THAT the August 30, 2021 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by: Chris Radford – 7:35pm

NEXT MEETING: September 27, 2021 7PM (Zoom)