



Ingersoll Business Improvement Area (BIA)

Minutes

Monthly Board of Directors Meeting

Monday September 27, 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 – 7:16PM
Amanda Evely	Absent
Lisa Janssen	Regrets
Andrea Mulder	Regrets
Christopher Radford	Regrets
Sue Reintjes	Present
Dom Riccuito	Present
Chelsea Stephens	Joined – 7:16PM
Gord Lesser - Councillor	Present
Curtis Tighe – Staff	Present

Guests:

1. Call to Order – 7:16

2. Disclosures of Pecuniary Interest

3. Approval of Agenda of September 27, 2021

THAT the agenda for the September 27, 2021 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Mike Bowman

Seconded by: Dom Riccuito

4. Approval of BIA Minutes from August 30, 2021

THAT the minutes of the August 30, 2021 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Gord Lesser

Seconded by: Mike Bowman

5. Financial Statements and Report - Attached

6. Correspondence

- Strategic Planning Session for Businesses emailed to all BIA Members
- SW Public Vaccination Policy for all Workplaces

7. Business Arising

- a) BIA Bucks Promotion
 - The CTV ads have wrapped up and the interview was well received
 - Heart FM ads have wrapped up as well
- b) BIA Bucks Sales Update
 - August sales were approximately \$8,700 redeemed and \$10,000 in sales
 - 16 businesses redeemed in August and July
 - Gord to provide an update on redemptions to the Board
- c) BIA Coordinator Position
 - The BIA Coordinator that was hired has accepted a position at another business
 - The Town's HR Coordinator has reached out to another person that interviewed for the position to see if they're interested
 - Kathleen will keep the board informed
- d) Art Installation Sub-Committee – Meeting Date/Time
 - On hold until the new coordinator starts
- e) Bob Mott Tribute & Historical Plaques
 - Bob Mott's family is trying to coordinate a time for the unveiling
- f) Thames Street Tour Event Feedback
 - Sue mentioned it was a great event, well attended and there were many folks from out of Town that attended
 - The board was pleased with the event

8. New Business

- a) AGM- Tentative Date (Monday October 25, 2021 at 7pm) – Zoom
 - The board intends to have the AGM ahead of the next Board Meeting
- b) Christmas Madness Week
 - Promotions for event – CTV Advertising decision
 - Discussion around Mr. and Mrs. Claus and some sort of event on the Friday night and Saturday of the Christmas Madness Week

THAT a \$3,000 advertising budget for Christmas Madness Week be approved by the Board.
Moved by: Mike Bowman Seconded by: Dom Riccuito Carried

- c) Christmas Store Garlands
 - Vendor to supply

- Available budget in 2021 - \$2000
 - Decision for BIA to cover half the price of garland only in 2021
 - Curtis to reach out to Floral Occasions to see if they are interested in this again
- d) Community Calendar
- Decision to provide another calendar or provide reimbursement due to COVID deferred until next calendar or similar program
- e) Parking Meter Poles – Christmas Décor
- Vendor to supply
 - Budget available in 2021 - \$3000
 - Curtis to reach out to Floral Occasions to see if they are interested in doing this again
- f) Oxford Economic Stimulus Fund – release of second grant installment
- First installment received, an interim report will be developed by next meeting

NEXT MEETING: October 25, 2021 7PM (or, following the proposed AGM) - (Zoom)

9. Adjournment

THAT the September 27, 2021 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by: Sue Reintjes at 8:18 PM