



## Ingersoll Business Improvement Area (BIA)

### Minutes

Monthly Board of Directors Meeting

Monday October 25, 2021

7:00 PM – Zoom Meeting

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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](mailto:business@ingersoll.ca) for a link to the Zoom meeting.

#### 1. Call to Order 7:25 PM

Board Member	Attendance
Kathleen Young – Chair	Present
Mike Bowman	Present
Amanda Evely	Absent
Lisa Janssen	Present
Andrea Mulder	Present
Christopher Radford	Absent
Sue Reintjes	Present
Dom Riccuito	Present
Gord Lesser - Councillor	Present
Curtis Tighe – Staff	Present

#### 2. Disclosures of Pecuniary Interest

#### 3. Approval of Agenda of October 25, 2021

THAT the agenda for the October 25, 2021 meeting of the Ingersoll Downtown BIA board of directors be approved as amended. (Addition of 7. I Christmas Wreaths)

Moved by: Sue Reintjes                      Seconded by: Andrea Mulder

#### 4. Approval of BIA Minutes from September 27, 2021

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

Moved by: Dom Riccuito                      Seconded by: Sue Reintjes

#### 5. Financial Statements and Report Ending September 30, 2021

TOWN OF INGERSOLL  
Ingersoll SUMMARY  
For the Nine Months Ending Thursday, September 30, 2021

Account #	Description	Current Month Actual	2020YTD Actual	2021YTD Actual	Annual Budget	Remaining Budget	% Expended
<b>INCOME &amp; EXPENSES - FULL</b>							
<b>REVENUES:</b>							
01498	MISCELLANEOUS RECOVERIES	\$0	(\$3,575)	\$0	(\$4,000)	(\$4,000)	0%
01501	TAX LEVY SUPPORT	0	0	0	(82,195)	(82,195)	0%
01541	INTEREST EARNED	0	(21)	(9)	(4,000)	(3,991)	0%
01950	TRSFs FRM OWN FUNDS-RESERVES	0	0	0	(71,000)	(71,000)	0%
	<b>TOTAL REVENUES</b>	<b>0</b>	<b>(3,596)</b>	<b>(9)</b>	<b>(161,195)</b>	<b>(161,186)</b>	<b>0%</b>
<b>EXPENSES:</b>							
10010:10140 + 12995	SALARIES FULL TIME	591	8,498	591	29,890	29,299	2%
40200	OFFICE SUPPLIES	0	0	0	800	800	0%
40220	TELEPHONE	0	0	0	500	500	0%
40230	POSTAGE	0	0	0	1,600	1,600	0%
40250	PHOTOCOPIER/PRINTERS	0	0	0	800	800	0%
40270	NEW EQUIPMENT	0	0	0	200	200	0%
40280	INSURANCE	642	777	642	1,400	758	46%
40500	SPECIAL EVENTS	20,571	12,530	22,631	30,000	7,370	75%
40510	ENTERTAINMENT	0	894	0	3,000	3,000	0%
40570	MIDNIGHT MADNESS	0	0	0	9,000	9,000	0%
40580	AUGUST DT SIDEWALK DAYS	0	0	0	4,000	4,000	0%
40600	MEMBERSHIP FEES	0	229	0	500	500	0%
40610	MEETINGS AND CONFERENCES	0	1,820	(1,814)	5,000	6,814	(36%)
40700	AUDIT FEES	0	(2,137)	(2,100)	4,400	6,500	(48%)
40760	TAX REFUNDS/ABATEMENTS	0	6,261	370	4,000	3,630	9%
40990	ADVERTISING - RADIO	1,323	2,656	2,549	12,000	9,451	21%
41000	ADVERTISING	2,507	3,426	2,507	9,000	6,493	28%
41020	PROMOTION & MEALS	0	0	0	1,200	1,200	0%
41160	HONOURS & AWARDS	0	0	0	500	500	0%
41430	STREET DECORATIONS	0	28,278	2,430	90,000	87,570	3%
41530	EQUIP REPAIRS & MAINTENANCE	0	0	0	1,000	1,000	0%
42005	CHRISTMAS PARADE	0	0	0	6,000	6,000	0%
42590	FACADE FORGIVABLE LOAN	0	0	0	5,000	5,000	0%
42900	MISCELLANEOUS EXPENSE	0	0	0	1,200	1,200	0%
98900	TRSF TO OWN FUNDS - GEN FD	0	0	0	22,400	22,400	0%
	<b>TOTAL EXPENSES</b>	<b>25,633</b>	<b>63,232</b>	<b>27,805</b>	<b>243,390</b>	<b>215,585</b>	<b>11%</b>
	<b>(SURPLUS)/DEFICIT</b>	<b>25,633</b>	<b>59,636</b>	<b>27,796</b>	<b>82,195</b>	<b>54,399</b>	<b>34%</b>

## 6. Correspondence

Chelsea Stephens has resigned from the Board as she is no longer working for the Chamber of Commerce

## 7. Business Arising

### a) BIA Bucks Promotion

- Sales continue to remain steady, Gord will email a report for the board
- Anticipated end date of BIA Buck sales is end of December

### b) BIA Bucks Sales Update

### c) BIA Coordinator Position

- The job was reposted with a closing date for last Monday, there will be 5 interviews this week for the position

### d) Art Installation Sub-Committee – Meeting Date/Time

- Deferred until new coordinator starts

### e) Board Vacancies – No responses

### f) Bob Mott Tribute

- Tentatively scheduled for November 27<sup>th</sup>

### g) Christmas Madness

- Kathleen has been organizing activities for November 27<sup>th</sup> 10-2
  - o Mr. & Mrs. Claus have been invited and a donation of \$200 towards reindeer feed will be made

- o Doug Hunt a stilt walker, juggler and magician as well as other entertainers have been hired (\$1650)
- o 3 Princesses (\$1100)
- o Draw for \$50 for social media tagging of photos from the day
- Advertising November 19-25<sup>th</sup> CTV TV ads, Village Voice Ad, Easy 101
- Facebook ads and Dewan Park sign
- Board decided to give away a \$10 voucher for participating BIA restaurants for a minimum \$50 spent per day during Christmas Madness at 3 different stores to a maximum of \$2000 worth of vouchers that would expire January 31, 2022
- h) Christmas Store Garlands – No response
- i) Parking Meter Poles, Christmas Décor – No response
  - o Sue to email updated address to Curtis
- j) Oxford Economic Stimulus Fund
  - Deferred until new coordinator begins
- k) Rotary Funding for their Parade Substitute
  - \$3000 was budgeted for a donation to the Rotary Club, Board ok with continuing with this donation
- l) Christmas Wreaths
  - Gord to ask Darryl in the Parks Department to determine if there are opportunities to test and improve the lighting on the wreaths

#### **8. Adjournment**

THAT the October 25, 2021 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by: Dom Riccuito

**NEXT MEETING: November 22, 2021 7PM (Zoom)**