



Ingersoll Business Improvement Area (BIA)

Minutes

Monthly Board of Directors Meeting

Monday January 24, 2022

7:00 PM – Zoom Meeting

Notice: This meeting will be held virtually and will not be recorded. Any member of the public wishing to view the virtual meeting may contact business@ingersoll.ca for a link to the Zoom meeting.

Board Member	Attendance
Kathleen Young – President	Present
Mike Bowman	Present
Lisa Janssen	Present
Andrea Mulder	Present
Christopher Radford	Present
Sue Reintjes	Present
Dom Ricciuto	Present
Gordon Lesser - Councillor	Present
Genevieve Jane – Coordinator	Present
Curtis Tighe – Staff	Present

1. Call to Order 7:05pm

2. Disclosures of Pecuniary Interest

Mike Bowman - Financial Report - Millcreek Printing Invoice(s).

3. Approval of Agenda: January 24, 2022

THAT the agenda for the January 24, 2022 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Sue Reintjes Seconded by: Mike Bowman CARRIED

4. Approval of BIA Minutes: November 29, 2021

THAT the minutes of the November 29, 2021 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Christopher Radford Seconded by: Gordon Lesser CARRIED

5. Financial Statements and Report Ending December 31, 2021

BIA Monthly Financial Report-2021		TOWN OF INGERSOLL Ingersoll:SUMMARY For the Twelve Months Ending Friday, December 31, 2021					
Account #	Description	Current Month Actual	2020YTD Actual	2021YTD Actual	Annual Budget	Remaining Budget	% Expended
INCOME & EXPENSES - FULL							
REVENUES:							
01498	MISCELLANEOUS RECOVERIES	\$0	(\$3,575)	\$0	(\$4,000)	(\$4,000)	0%
01501	TAX LEVY SUPPORT	0	(82,228)	0	(82,195)	(82,195)	0%
01541	INTEREST EARNED	(8)	(2,480)	(17)	(4,000)	(3,983)	0%
01950	TRSFs FRM OWN FUNDS-RESERVES	0	(37,216)	0	(71,000)	(71,000)	0%
	TOTAL REVENUES	(8)	(125,499)	(17)	(161,195)	(161,178)	0%
EXPENSES:							
10010:10140 + 12995	SALARIES FULL TIME	3,782	8,498	5,047	29,890	24,844	17%
40200	OFFICE SUPPLIES	12	400	12	800	788	2%
40220	TELEPHONE	19	250	39	500	461	8%
40230	POSTAGE	0	800	0	1,600	1,600	0%
40250	PHOTOCOPIER/PRINTERS	0	400	0	800	800	0%
40270	NEW EQUIPMENT	0	0	0	200	200	0%
40280	INSURANCE	0	777	642	1,400	758	46%
40500	SPECIAL EVENTS	(11,689)	47,176	34,341	30,000	(4,341)	114%
40510	ENTERTAINMENT	0	894	0	3,000	3,000	0%
40570	MIDNIGHT MADNESS	2,355	0	5,730	9,000	3,270	64%
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	(1,648)	5,000	6,648	(33%)
40700	AUDIT FEES	2,351	2,100	251	4,400	4,149	6%
40760	TAX REFUNDS/ABATEMENTS	0	215	451	4,000	3,549	11%
40990	ADVERTISING - RADIO	0	7,388	2,763	12,000	9,237	23%
41000	ADVERTISING	0	4,539	3,695	9,000	5,305	41%
41020	PROMOTION & MEALS	0	0	0	1,200	1,200	0%
41160	HONOURS & AWARDS	0	0	0	500	500	0%
41430	STREET DECORATIONS	30,415	32,313	35,024	90,000	54,976	39%
41530	EQUIP REPAIRS & MAINTENANCE	0	0	0	1,000	1,000	0%
42005	CHRISTMAS PARADE	0	0	3,000	6,000	3,000	50%
42590	FACADE FORGIVABLE LOAN	0	1,500	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	11,200	0	22,400	22,400	0%
98910	TRSF TO OWN FUNDS - CAPITAL FD	0	5,000	0	0	0	0%
	TOTAL EXPENSES	27,245	125,499	89,346	243,390	154,044	37%
	(SURPLUS)/DEFICIT	27,237	0	89,329	82,195	(7,134)	109%

6. Correspondence

None to disclose.

7. Business Arising

a) BIA Bucks Sales Update - Gordon

December BIA Buck sales \$43,000 with \$41,180 redeemed - approximately \$16,000 still in circulation going into 2022. It was suggested to make a separate line item in our budget for BIA Bucks for 2022.

b) Restaurant Vouchers Recap

So far - most restaurants are waiting for the promotion to end at the end of January before remitting for reimbursement.

c) Snow Removal Procedure from Oxford Street Back Alley

Email sent to Parks Department by Genevieve Jane, proposed solutions outlined and now to be executed, they have been helpful and understanding with our concerns.

d) Family Day Skate with Potential Expansion - Genevieve

MOTION 2022-BIA-01: That the Ingersoll Downtown BIA plans to host Family Day activities to include skating at the Ingersoll Arena, Bowling at Ingersoll Lanes, and swimming at the Community Centre Pool, as long as restrictions allow. BIA Board approved Option C.

Moved by: Mike Bowman Seconded by: Dom Ricciuto CARRIED

8. Coordinator's Report

a) BIA Budget

BIA 2022 budget planning has begun, with the decisions being made at this meeting, a preliminary budget should be able to be presented at our February meeting.

b) Social Media

As of January 8th, 2022, the Ingersoll BIA Facebook page has added a few posts, and that's added roughly another 2000 views, 150 engagements and 6 new page likes

Hope is to start engaging with a variety of posts featuring different downtown areas, showcasing the "uniqueness" of the town

c) 211 SouthWestern Ontario

Revamped the 211 SouthWestern Ontario page for the Ingersoll Downtown Business Improvement Area; More inviting description; Updated contact information; Updated accessibility information, as not all downtown shops have the same; Looking into the possibility of using StopGap.ca for portable ramps, as it would help make all of our shops accessible

d) Ontario Economic Stimulus Fund

Report drafted; Budget/financials completed; Report submitted to Community Future's Oxford; Awaiting final installment.

e) OBIAA Membership

Membership renewed; Information updated; Financials submitted for payment and processing

f) Downtown Business Directory + BIA Member Email List Update

Visited multiple stores in December to collect their current information and particularly email addresses for our BIA members email list. This is an ongoing project to keep up to date. Approximately 80% of the businesses' emails have been collected.

g) Downtown Art Installation

Preliminary meeting is scheduled for January 31st at 7pm, with all those who expressed interest in being involved.

h) 2022 Proposed Events Planning

Year in View: BIA Bucks, Family Day, PizzaFest, Christmas Madness Week

9. New Business

a) BIA Bucks Promotional Weeks Proposed

It was decided to have regular 3-month intervals between future BIA Bucks promotions and run each for 2-weeks with a cap on each promotion. The promos will consistently run the two full weeks of those months. This allows time for planning and preparation for all businesses. The proposed schedule for 2022 is:

April (2022) - April 17th to 30th

July (2022) - July 17th to 30th

October (2022) - October 16th to 29th

January (2023) - January 15th to 28th

b) OBIAA Conference April 25th to 27th, 2022 in Niagara Falls, Ontario

Early bird deadline for those who wish to attend is Sunday February 27th.

c) Moonlight Madness/Christmas Madness Week Options

Decision to run ten day Christmas Madness promotion kicking off with Lighting of the Lights and it would encompass the Christmas Parade, as well as a Family Fun Day on the last Saturday. For 2022, this will cover Thursday November 17th through to Saturday November 26th.

d) My Main Street Funding

- PizzaFest
- Outdoor Art Installation

Genevieve Jane working with Jordan Minor in Economic Development to get the application proposals done from the BIA; Genevieve to provide letters of support on behalf of the BIA; both options, as well as accessible ramps, part of application for funding; budget and funding proposed outlined PizzaFest: MMS \$10,000, BIA \$10,000 & Outdoor Art Installation: MMS \$40,000, BIA \$20,000.

Applications due February 1st.

e) Revisit Tri-Annual Calendar

Exact outstanding advertisement credits for affected businesses have been determined. The consensus was to involve the businesses in the decision of whether to return the funds or continue to keep the credits for a future post-Covid campaign. Genevieve Jane to call the affected businesses and speak to each owner/manager about it.

10. Governance

a) BIA Board Code of Conduct

BIA directed to look at the current Town's Code of Conduct as it will be applicable. Curtis Tighe to send over to Genevieve Jane.

NEXT MEETING: February 28, 2022 (Via Zoom)

11. Adjournment

THAT the January 24, 2022 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by: _____ Christopher Radford _____ at _____ 8:14pm _____