



Ingersoll Business Improvement Area (BIA)

Meeting Minutes

Monthly Board of Directors Meeting

Monday February 28, 2022

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 – President	Present
Mike Bowman	Present (arrived 7:30pm)
Lisa Janssen	Present
Andrea Mulder	Regrets
Christopher Radford	Present
Sue Reintjes	Present
Dom Ricciuto	Present (arrived 7:30pm)
Gordon Lesser - Councillor	Present
Genevieve Jane – Coordinator	Present
Curtis Tighe – Staff	Present

1. **Call to Order** 7:18pm
2. **Disclosures of Pecuniary Interest** None to disclose.

3. **Approval of Agenda: February 28, 2022**

THAT the agenda for the February 28, 2022 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Christopher Radford Seconded by: Gordon Lesser CARRIED

4. **Approval of BIA Minutes: January 24, 2022**

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

Moved by: Christopher Radford Seconded by: Lisa Janssen CARRIED

5. Financial Statements and Report Ending January 31, 2022

BIA Monthly Financial Report-2021		TOWN OF INGERSOLL Ingersoll:SUMMARY For the One Month Ending Monday, January 31, 2022					
Account #	Description	Current Month Actual	2021YTD Actual	2022YTD Actual	Annual Budget	Remaining Budget	% Expended
INCOME & EXPENSES - FULL							
EXPENSES:							
10010:10140 + 12995	SALARIES FULL TIME	\$592	\$0	\$592	\$0	(\$592)	0%
40500	SPECIAL EVENTS	0	(14,840)	0	0	0	0%
40600	MEMBERSHIP FEES	243	0	243	0	(243)	0%
40700	AUDIT FEES	0	(2,100)	0	0	0	0%
	TOTAL EXPENSES	835	(16,940)	835	0	(835)	0%
	(SURPLUS)/DEFICIT	835	(16,940)	835	0	(835)	0%

6. Correspondence

a) Sollgood Letter of Intent

Summer Market, hosted by Lisa Dube of Dwell. Lisa Dube sent a letter to the Town, and to Public Health, indicating the proposal for 4 events.

Letter included a request to close the street. This was taken to Town Council, with no comments from the BIA Board against the road closure.

b) Coffee News Email

A way to promote local businesses. Comments included costs and relevance, as well as distribution. Genevieve Jane to inquire further and update the BIA Board in March.

7. Business Arising

a) BIA Bucks Redemption Update - Gordon Lesser

January: \$11,630 redeemed; February: \$5,465 redeemed.

There have been questions from members of the community on future BIA Bucks sale plans. BIA Board to discuss and agree on plans for 2022 (see New Business)

b) Restaurant Vouchers Update - Gordon Lesser

There were 54 given out, and 31 have been redeemed to date.

c) Snow Removal Update

Coordination between the BIA, the Town/Public Works, and the contracted snow removal company to find better solutions for snow removal.

It was determined that a simple pathway for pedestrians to walk across the boulevard is the best solution at this point in time, rather than clearing off the whole boulevard.

d) Family Day Recap - Genevieve Jane

Family Day 2022 was a success, with families enjoying a wonderful afternoon at the area, the pool, and the bowling alley in Ingersoll.

There has been a lot of positive feedback.

Waitlists for each event, indicating that more people wanted to participate than we could allow for with COVID restrictions - a thought for next year's planning.

The invoices have been paid or are being processed for payment.

8. Coordinator's Report (Genevieve Jane)

a) Downtown Art Installation Update

Previous two meetings were successful, the next meeting is scheduled for March 10th.

Various locations, materials and themes have been discussed, as well as allocation of funds in the BIA budget and also the funding from My Main Street.

The hope is that Mary-Ann Murphy from Creative Connections Oxford will join for the next meeting to help with a call for artists.

Ingersoll's Community Improvement Plan and Facade Improvement Program information to be included in Coordinator's store visits this spring to remind businesses of help from the Town on building facelifts/signage improvements.

It is noted that any art installations would need Town Council approval beforehand.

b) My Main Street (MMS) Funding Update

The applications have been submitted by the Town; as well as letters of support on behalf of the BIA, written by Genevieve Jane (Coordinator).

The Town hopes to have a response from MMS, on the grants available for the projects outlined, by March 31st.

c) Store Visits Update

Planning and organization for visits underway, and Genevieve Jane to begin visits in the spring.

Also to include in visits is the Emergency Contact List. Updates for the Board will happen in April and May as visits progress.

d) Calendar Ads Credits Update

The amounts have been calculated and the Board was updated with the total amount of credits to the businesses - \$2400.

Genevieve Jane to email each business in March, and ask about a return of funds.

9. New Business

a) Next BIA Bucks Campaign April 18th - 30th.

Discussion about timing and discount, as well as advertising, and BIA Board determined that we further plan advertising, determine an appropriate discount, as well as the possibility of using social media to target different social groups.

10. Draft Budget Presentation

a) 2022 BIA Draft Budget

Kathleen Young met virtually with Iryna Koval from the Town, and again with Genevieve Jane, to discuss the budget and create a draft. After a full review of the budget, and concern over the money spent for BIA Bucks weeks, the Board determined that we hold these two-week promotional events for the scheduled three periods over 2022, at the same discount we had been in 2021, but we use money from reserves, as this is a one-time/one-year event for 2022 only. This would keep the levy on the businesses at a reasonable increase, rather than a drastic change to compensate. As the BIA Bucks discounted sales were a COVID promotion to help bring business into the Downtown, the Board agreed to end any *multiple yearly promotions* moving into 2023.

MOTION 2022-BIA-02: That the Ingersoll Downtown BIA Board approves the budget, under the condition that the funding options for BIA Bucks promotional events uses BIA reserve money.

Moved by: Dom Ricciuto Seconded by: Christopher Radford CARRIED

NEXT MEETING: March 28, 2022 at 7pm (Via Zoom)

Date of April Board meeting - Date of April Board meeting - Adjusted due to OBIAA Conference, it will be held May 2nd at 7pm via Zoom, instead of the last Monday evening in April. The following meeting will be held Monday, May 30th, rather than Monday, May 23rd (which is Victoria Day).

11. Adjournment

THAT the February 28, 2022 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by: Christopher Radford at 9:00pm