



## Ingersoll Business Improvement Area (BIA)

### Meeting Minutes

### Monthly Board of Directors Meeting

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

<b>Board Member</b>	<b>Attendance</b>
Kathleen Young (BIA President)	Present
Genevieve Jane (BIA Coordinator)	Present
Curtis Tighe (Town of Ingersoll Staff)	Present
Gordon Lesser (Town Councilor)	Present
Mike Bowman	Present
Lisa Janssen	Present
Andrea Mulder	Present
Christopher Radford	Absent
Sue Reintjes	Present
Dom Ricciuto	Regrets

Guest: Kendra Parkhill from Roberts & Co.

- 1. Call to Order** 7:06pm
- 2. Disclosures of Pecuniary Interest** None to disclose.
- 3. Approval of BIA Agenda: March 28, 2022**

THAT the agenda for the March 28, 2022 meeting of the Ingersoll Downtown BIA Board of Directors be approved as presented.

Moved by: Andrea Mulder Seconded by: Sue Reintjes CARRIED

- 4. Approval of BIA Minutes: February 28, 2022**

THAT the minutes of the February 28, 2022 meeting of the Ingersoll Downtown BIA Board of Directors be approved as presented.

Moved by: Gordon Lesser Seconded by: Lisa Janssen CARRIED

## 5. Financial Statements and Report Ending February 28, 2022

BIA Monthly Financial Report-2021		TOWN OF INGERSOLL Ingersoll:SUMMARY For the Two Months Ending Monday, February 28, 2022					
Account #	Description	Current Month Actual	2021YTD Actual	2022YTD Actual	Annual Budget	Remaining Budget	% Expended
<b>INCOME &amp; EXPENSES - FULL</b>							
<b>EXPENSES:</b>							
10010:10140 + 12995	SALARIES FULL TIME	\$2,192	\$0	\$2,784	\$0	(\$2,784)	0%
40500	SPECIAL EVENTS	10,000	(14,840)	10,000	0	(10,000)	0%
40510	ENTERTAINMENT	1,331	0	1,331	0	(1,331)	0%
40600	MEMBERSHIP FEES	0	0	243	0	(243)	0%
40700	AUDIT FEES	0	(2,100)	0	0	0	0%
	<b>TOTAL EXPENSES</b>	<b>13,523</b>	<b>(16,940)</b>	<b>14,358</b>	<b>0</b>	<b>(14,358)</b>	<b>0%</b>
	<b>(SURPLUS)/DEFICIT</b>	<b>13,523</b>	<b>(16,940)</b>	<b>14,358</b>	<b>0</b>	<b>(14,358)</b>	<b>0%</b>

## 6. Correspondence

Ingersoll Music Academy reached out to the BIA regarding their summer concerts. Looking to use the gazebo in Heritage Square. Request forwarded to the Town with no comments or concerns from the BIA Board.

## 7. Business Arising

### a) BIA Bucks Redemption Update (Gordon Lesser)

Sales have slowed, as well as redemptions. \$11,600 in January; \$5,400 in February; \$3,200 in March. April BIA Bucks Campaign will increase sales.

Restaurant vouchers update as well - 33/55

### b) Sollgood Market Update (Curtis Tighe)

The Town Council has agreed to road closure. Next step is proof of appropriate insurance to the Town for the event from the Sollgood organizers. BIA has no further comments or concerns, as long as the requests by the Town are met.

### c) Coffee News Update (Genevieve Jane)

Email sent out; no reply as of today.

## 8. Coordinator's Report (Genevieve Jane)

### a) Downtown Art Installation Update

The BIA has received word that there is no funding available from My Main Street, as the grant request was not approved, the BIA has funds in their budget for this and the project will continue on a smaller scale.

Next Art Committee meeting is scheduled for April 14th - locations to be determined, then a call for artists will be placed.

b) My Main Street Funding Update

Only the funding for the ramps was approved and the grant given to the Town and the BIA. Preliminary research and planning to begin, with updates at the next meeting.

c) Store Visits Update

Visits underway, as well as virtual meetings and email correspondence.

d) Calendar Ads Credits Update

Correspondence between Coordinator and businesses underway, cheques to be mailed out to businesses as replies come in.

e) BIA Bucks Campaign April 18th-30th 2022

Preliminary planning and advertising drafting underway. Email to businesses to be sent out, as well as website, Dewan Park sign, and Facebook promotional messages.

**9. New Business**

a) PizzaFest (Summer Festival) Planning (Gordon Lesser)

Emails sent to businesses, as well as in person conversations and meetings. Some concerns, but overall good reception. Dates and details to be determined, as well as a meeting to be planned with businesses for April.

**NEXT MEETING(s): May 2nd, 2022 at 7pm (Via Zoom) & May 30th, 2022 at 7pm (Via Zoom)**

**10. Adjournment**

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

Moved by: Andrea Mulder at 7:49pm