



Ingersoll Business Improvement Area (BIA)

Agenda

Monthly Board of Directors Meeting

Monday August 24, 2020

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.

1. **Call to Order**
2. **Disclosures of Pecuniary Interest**
3. **Approval of Agenda of August 24, 2020**
THAT the agenda for the August 24, 2020 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.
Moved by: Seconded by:
4. **Approval of BIA Minutes from August 11, 2020**
THAT the minutes of the August 11, 2020 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.
Moved by: Seconded by:
5. **Financial Statements and Report ending July 31, 2020**
6. **Correspondence**
7. **Business Arising**
 - a) BIA Bucks – Update
 - b) Advertising – Bell Media Proposal
 - c) E-Marketplace - Update
 - d) Parking enforcement – General Discussion
 - e) Community Calendar – Update from Mike Bowman
 - f) Moonlight Madness & Lighting of the Lights – General Discussion

8. Adjournment

THAT the August 24, 2020 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by:

NEXT MEETING: September 28, 2020 7:00pm - Zoom

5. Financial Statements and Report ending July 31, 2020

BIA Monthly Financial Report-2020

TOWN OF INGERSOLL
Ingersoll:SUMMARY
For the Seven Months Ending Friday, July 31, 2020

Account #	Description	Current Month Actual	2019YTD Actual	2020YTD Actual	Annual Budget	Remaining Budget	% Expended
INCOME & EXPENSES - FULL							
REVENUES:							
01498	MISCELLANEOUS RECOVERIES	\$0	(\$3,226)	(\$3,000)	(\$3,000)	\$0	100%
01501	TAX LEVY SUPPORT	0	0	0	(82,228)	(82,228)	0%
01541	INTEREST EARNED	0	(7)	0	(2,500)	(2,500)	0%
01950	TRSFs FRM OWN FUNDS-RESERVES	0	0	38,120	(116,267)	(154,387)	(33%)
	TOTAL REVENUES	0	(3,232)	35,120	(203,995)	(239,115)	(17%)
EXPENSES:							
10010:10140 + 12995	SALARIES FULL TIME	1,193	7,092	8,101	14,945	6,844	54%
40200	OFFICE SUPPLIES	0	0	0	400	400	0%
40220	TELEPHONE	0	0	0	250	250	0%
40230	POSTAGE	0	0	0	800	800	0%
40250	PHOTOCOPIER/PRINTERS	0	0	0	400	400	0%
40270	NEW EQUIPMENT	0	0	0	12,650	12,650	0%
40280	INSURANCE	0	338	0	700	700	0%
40500	SPECIAL EVENTS	3,517	0	3,969	12,500	8,531	32%
40510	ENTERTAINMENT	0	221	894	1,500	606	60%
40570	MIDNIGHT MADNESS	0	326	0	4,500	4,500	0%
40580	AUGUST DT SIDEWALK DAYS	0	4,924	0	0	0	0%
40585	SOLLGOD SOCIAL MARKET	0	448	0	1,200	1,200	0%
40600	MEMBERSHIP FEES	0	226	229	300	71	76%
40610	MEETINGS AND CONFERENCES	0	4,406	1,820	5,000	3,180	36%
40700	AUDIT FEES	0	(2,137)	(2,137)	2,200	4,337	(97%)
40760	TAX REFUNDS/ABATEMENTS	1	1,345	6,261	2,000	(4,261)	313%
40810	STUDIES & SURVEYS	0	561	0	1,500	1,500	0%
40990	ADVERTISING - RADIO	763	382	1,130	0	(1,130)	0%
41000	ADVERTISING	0	3,368	3,426	4,500	1,074	76%
41020	PROMOTION & MEALS	0	160	0	600	600	0%
41130	GRANTS TO VOLUNTARY ORGANIZTNS	0	3,000	0	0	0	0%
41160	HONOURS & AWARDS	0	0	0	250	250	0%
41430	STREET DECORATIONS	0	0	28,278	70,000	41,722	40%
41530	EQUIP REPAIRS & MAINTENANCE	0	0	0	500	500	0%
42005	CHRISTMAS PARADE	0	0	0	3,000	3,000	0%
42590	FACADE FORGIVABLE LOAN	0	0	0	2,500	2,500	0%
42900	MISCELLANEOUS EXPENSE	0	0	0	600	600	0%
98900	TRSF TO OWN FUNDS - GEN FD	0	0	0	11,200	11,200	0%
	TOTAL EXPENSES	5,474	24,658	51,972	153,995	102,023	34%
	(SURPLUS)/DEFICIT	5,474	21,425	87,091	(50,000)	(137,091)	(174%)

Explanation of Tax Refunds/Abatements variance

This year there was an ANA (assessment notice amendment) made after the 2020 roll came in. They made a tax class change from Commercial to Shopping Center, the rate is the same, it was just a reclassification. That amount includes this adjustment of \$ 6045.84. Although this will show now as an expense, it will be removed off the expense once I post the levied monies over to BIA.

Joyce McAndrew - Deputy Treasurer

Sneeze Guards & Calendar Ads – Invoiced the week of August 17, 2020

6. Correspondence

OBIAA Newsletter: <https://mailchi.mp/fc616a303a56/5536q5ysfg-1190682?e=f3249018d6>

7. a) BIA Bucks

Update from Councillor Lesser:

BIA Bucks redeemed

Patina's	\$ 400.00
McKims	\$595.00
Foodland	\$3580.00
Pet Valu	\$ 260.00
Canadian Tire	\$2130.00
Young's	\$ 305.00
Joker's crown	\$235.00
Heavenly sweets	\$2355.00
Schurr electronics	\$680.00
PB's fries	\$ 145.00
Pharmasave	\$ 365.00
Canucky Joe's	\$ 60.00
Roberts	\$ 180.00
Dorothee's	\$ 445.00
Lesser	\$5505.00
Chocolatea	\$ 260.00
Miss Ingersoll	\$285.00
Olde Bakery	\$ 540.00
Salvation Army	\$ 15.00
Cheese shop	\$ 230.00

BIA Buck Sellers

Lesser	\$15,500.00
Young's	\$ 4,500.00
Olde Bakery	\$ 1,500.00
Heavenly Sweets	\$ 5,500.00

The amount of old BIA Bucks redeemed is \$385.00.

As it will be noted that except for young's the other three stores are redeeming about 1/3 of what they sell. This has a lot to do with the fact we are promoting them. The other good example is Foodland I know three of the staff are promoting the bucks too their customers and that is getting results because my staff hear it from customers coming in to buy bucks to use at Foodland. It is up to your staff to promote them as I heard one person say do not think of it as saving 20% it means you can spend 20% more.

7. b)

RADIO CAMPAIGN – Pure Country 93 / Virgin Radio / 1290 CJBK

A total of 20 30-second commercials to air per week on each radio station. I will schedule 3 weeks of airtime (weeks to be determined). Therefore, there will be a total of 60 30-second commercials on each radio station, which is a total of 180 commercials to air over the 2 month period.

CTV TELEVISION CAMPAIGN

A 15-second commercial campaign to air over a 2 week period late September/early October. (Specific weeks to be determined). I cannot give you the exact number of commercials for the 2 week campaign as every program has specific rates and it is also based on what programs are available at the time of booking. I have also attached another great feature on CTV that might be an even better fit as you may be guaranteed more commercials. It's also a nice tie in with the shop local theme. If you need an example of how these look and sound I would be more than happy to send you one.

BELL MEDIA DIGITAL CAMPAIGN

A total of 3 weeks of website exposure to run across all 3 radio station websites as well as the CTV London television website with a total of 9,765 impressions per week – at total of 29,295 for the campaign. These are geo-targeted ads, therefore, you can choose the towns, cities etc., that you would like to reach with your ad.

GIVEAWAYS

We will also execute one week of giveaways on Pure Country 93 and also on Virgin Radio, giving away \$ 50 in BIA Bucks daily on each radio station in exchange for additional added value exposure for the Town Of Ingersoll at no additional cost.

TOTAL INVESTMENT FOR THE FALL 2020 CAMPAIGN: \$ 5, 375

Barb

Barb Churchill | Account Executive
Bell Media



Media Kit.pptx



CTV London Out &
About.ppt

7. c) E-Marketplace Update

Have met with the website development team to start initial layout and plans. Beginning mockups and starting databases should be ready by the beginning of September.

Ramona Gallagher – Small Business Centre