



## **Ingersoll Business Improvement Area (BIA)**

### **Agenda**

Monthly Board of Directors Meeting

Monday September 28, 2020

7:00 PM – Zoom Meeting

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

**1. Call to Order**

**2. Disclosures of Pecuniary Interest**

**3. Approval of Agenda of September 28, 2020**

THAT the agenda for the September 28, 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 24, 2020**

THAT the minutes of the August 24, 2020 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by:                      Seconded by:

**5. Financial Statements and Report ending August 31, 2020**

**6. Correspondence**

**7. Business Arising**

a) BIA Bucks – Update

b) Advertising – Bell Media Update, Hope FM & Faith FM Proposal

c) E-Marketplace - Update

d) Community Calendar – Update from Mike Bowman

e) RED targeted intake

f) Moonlight Madness & Lighting of the Lights – General Discussion

- g) Downtown beautification – Tour of Downtown to discuss future projects October 14 at 1pm, meet at Town Hall
- h) Report on discussions with Town CAO – Kathleen Young
- i) Wayfinding Signage Update

**8. Adjournment**

THAT the September 28, 2020 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by:

**NEXT MEETING: October 26, 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 Eight Months Ending Monday, August 31, 2020

Account #	Description	Current Month Actual	2019YTD Actual	2020YTD Actual	Annual Budget	Remaining Budget	% Expended
INCOME & EXPENSES - FULL							
REVENUES:							
01498	MISCELLANEOUS RECOVERIES	(\$575)	(\$3,226)	(\$3,575)	(\$3,000)	\$575	119%
01501	TAX LEVY SUPPORT	0	0	0	(82,228)	(82,228)	0%
01541	INTEREST EARNED	0	(18)	(21)	(2,500)	(2,479)	1%
01950	TRSFs FRM OWN FUNDS-RESERVES	(38,120)	0	0	(116,267)	(116,267)	0%
	<b>TOTAL REVENUES</b>	<b>(38,695)</b>	<b>(3,244)</b>	<b>(3,596)</b>	<b>(203,995)</b>	<b>(200,399)</b>	<b>2%</b>
EXPENSES:							
10010:10140 + 12995	SALARIES FULL TIME	397	7,957	8,498	14,945	6,447	57%
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	419	338	419	700	281	60%
40500	SPECIAL EVENTS	1,261	0	5,230	12,500	7,270	42%
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	5,574	0	0	0	0%
40585	SOLLGOOD SOCIAL MARKET	0	1,648	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	0	1,345	6,261	2,000	(4,261)	313%
40810	STUDIES & SURVEYS	0	561	0	1,500	1,500	0%
40990	ADVERTISING - RADIO	0	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%
	<b>TOTAL EXPENSES</b>	<b>2,076</b>	<b>27,373</b>	<b>54,048</b>	<b>153,995</b>	<b>99,947</b>	<b>35%</b>
	<b>(SURPLUS)/DEFICIT</b>	<b>(36,619)</b>	<b>24,129</b>	<b>50,452</b>	<b>(50,000)</b>	<b>(100,452)</b>	<b>(101%)</b>

## 6. Correspondence

OBIAA Newsletter: <https://mailchi.mp/6cc31a27ef49/5536q5ysfg-1190790?e=20c4850004>

Hi Lauryn, checking in to see if we can be involved again in the Lighting of the Lights this year. I am sure it may look a bit different but we love being part of this event to kick-off the Christmas Season in our community.

Please let me know ☺

Thanks, Leila Henderson -- Crossroads Alliance Church

7. a) BIA Bucks – Gord Lesser to provide update

7. b) Bell Media Campaign underway to promote BIA Bucks. Radio contest giveaways to begin shortly.

Hi Lauryn:

I know it is only the first day of fall, but we have a "Christmas Greeting" package for December. It is 3 – 15 second ads / day for three weeks in December, thanking customers and wishing a Merry Christmas.

The time slots run -Monday- Friday – 6am-6pm.

That is 45 spots for \$315 total- no HST.

Call if you see a fit.

Stay Happy.



**Dan Havens**

519-TRU-HOPE(878-4673)



### **7. c) E-Marketplace Update**

*Requested update from Ramona Gallagher*

**7. d) Community Calendar** – Mike Bowman to provide update

**7. e) RED targeted intake**

## **Ontario Supporting Jobs and Economic Growth in Rural Communities**

September 18, 2020

### **New targeted intake opens under the Rural Economic Development Program**

LEAMINGTON - The Ontario government is committing nearly \$1 million in cost-share funding to help rural communities diversify their economies, retain skilled workers and create jobs.

Today, details about the funding were released by Ernie Hardeman, Minister of Agriculture, Food and Rural Affairs, which is being provided through a new targeted intake of the Rural Economic Development program (RED).

"This funding will focus on diversifying regional economies and improving the competitiveness of rural businesses across the province," said Minister Hardeman. "Due to the COVID-19 crisis many people are struggling, and this funding will support job creation and investment to help lift up individuals, families and businesses."

The intake is directed at not-for-profit organizations with a mandate towards regional economic development and eligible projects would be eligible for up to 70 per cent of total costs to a maximum of

\$75,000 in provincial funding. Minister Hardeman also announced more than \$3 million in funding cost-shared with applicants to be invested in 65 projects through a previous RED intake.

This funding will support economic development efforts such as:

- Capital improvements to enhance an uptown arts and cultural hub to increase tourism;
- Implementing new and accessible streetscaping to develop a more inviting downtown;
- Waterfront development to expand and revitalize local trails.

"I am very pleased to see our government stepping up to the plate, now more than ever, to help rural Ontario," said Rick Nicholls, MPP for Chatham-Kent-Leamington. "Assisting in the revitalization of downtown Leamington and supporting not-for-profit organizations are key to helping the region on its road to economic recovery."

"The John Street Centennial Park and Shotton Parkette upgrades are just two projects in a series of initiatives we are undertaking to reinvent public spaces and attract renewed interest and investment into Leamington's uptown core," said Leamington Mayor Hilda MacDonald. "We are very thankful to the Province of Ontario for support through the Rural Economic Development program to help complete these key infrastructure projects."

## QUICK FACTS

- Applications will be accepted from September 21 – October 9, 2020.
- All costs must be incurred on or before March 31, 2021. Projects will not be extended beyond that date.
- Projects need to meet the following criteria:
  - benefit rural Ontario
  - have tangible outcomes
  - reach beyond one county, region, or district
- The next regular intake of the RED program is scheduled to open in December 2020.

**7. f) Moonlight Madness & Lighting of the Lights – General Discussion**

**7. g) Downtown beautification – Tour of Downtown to discuss future projects October 14 at 1pm, meet at Town Hall**

**7. h) Report on discussions with Town CAO – Kathleen Young**