



Ingersoll Business Improvement Area (BIA)

Agenda

Monthly Board of Directors Meeting

Monday October 26, 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 October 26, 2020

THAT the agenda for the October 26, 2020 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Seconded by:

4. Approval of BIA Minutes from September 28, 2020

THAT the minutes of the September 28, 2020 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Seconded by:

5. Financial Statements and Report ending September 30, 2020

6. Correspondence

7. Business Arising

a) BIA Bucks – Update

b) Advertising – Heart FM Campaign, Downtown Video

c) E-Marketplace - Update

d) Moonlight Madness & Lighting of the Lights – Schedule Committee Meeting

e) Downtown beautification – October 14th meeting review

f) Wayfinding Signage Update

8. Adjournment

THAT the October 26, 2020 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by:

NEXT MEETING: November 23, 2020 7:00pm - Zoom

5. Financial Statements and Report ending September 30, 2020

BIA Monthly Financial Report-2020

TOWN OF INGERSOLL
Ingersoll:SUMMARY
For the Nine Months Ending Wednesday, September 30, 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)	(\$3,575)	(\$3,000)	\$575	119%
01501	TAX LEVY SUPPORT	0	0	0	(82,228)	(82,228)	0%
01541	INTEREST EARNED	0	(23)	(21)	(2,500)	(2,479)	1%
01950	TRSFs FRM OWN FUNDS-RESERVES	0	0	0	(116,267)	(116,267)	0%
	TOTAL REVENUES	0	(3,248)	(3,596)	(203,995)	(200,399)	2%
EXPENSES:							
10010:10140 + 12995	SALARIES FULL TIME	0	8,796	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	196	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	696	419	700	281	60%
40500	SPECIAL EVENTS	7,300	0	12,530	12,500	(30)	100%
40510	ENTERTAINMENT	0	221	894	1,500	606	60%
40570	MIDNIGHT MADNESS	0	936	0	4,500	4,500	0%
40580	AUGUST DT SIDEWALK DAYS	0	5,754	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	5,056	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	979	0	1,500	1,500	0%
40990	ADVERTISING - RADIO	1,526	382	2,656	0	(2,656)	0%
41000	ADVERTISING	0	8,332	3,426	4,500	1,074	76%
41020	PROMOTION & MEALS	0	284	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	3,000	0	3,000	3,000	0%
42590	FACADE FORGIVABLE LOAN	0	0	0	2,500	2,500	0%
42900	MISCELLANEOUS EXPENSE	0	63	0	600	600	0%
98900	TRSF TO OWN FUNDS - GEN FD	0	0	0	11,200	11,200	0%
	TOTAL EXPENSES	8,826	38,776	62,874	153,995	91,121	41%
	(SURPLUS)/DEFICIT	8,826	35,528	59,278	(50,000)	(109,278)	(119%)

6. Correspondence

OBIAA Newsletter: <https://mailchi.mp/2e19c8e69d32/5536q5ysfg-1190830?e=f3249018d6>

Main Street Recovery Act: <https://news.ontario.ca/en/release/58708/ontario-supports-small-main-street-businesses-with-60-million-in-funding-through-ppe-grant>

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

7. b) Advertising -



Ingersoll BIA - BIA
Bucks rev.mp3

Heart FM Campaign:

Script:

(Ingersoll BIA Intro)

Downtown Ingersoll has the small town service you love. Come to Downtown Ingersoll and shop with BIA BUCKS! For a limited time, you will save 20% with every buck purchased! Available in denominations of 5,

10 and 25. Come enjoy a small town experience like no other. Support Local, Shop Local in Downtown Ingersoll!

(Ingersoll BIA Extro)

Supporting Oxford Partnership - \$500 matched by Community Futures Oxford for ½ day filming at up to 4 retailers promoting Downtown Ingersoll

THAT the Ingersoll BIA provide \$500 of funds to partner with Supporting Oxford and Community Futures Oxford for one half day of filming at up to 4 retailers promoting Downtown Ingersoll.

Moved by: Seconded by: Carried

7. c) E-Marketplace Update

<http://eo.demo.modevmedia.com/>

7. d) Moonlight Madness & Lighting of the Lights – Schedule committee meeting

7. e) Downtown beautification – Tour of Downtown Review by Councilor Lesser

7. f) Wayfinding Signage – Being constructed and installed by end of month