



Ingersoll Business Improvement Area (BIA)

Agenda

Monthly Board of Directors Meeting

Monday November 23, 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 November 23, 2020

THAT the agenda for the November 23, 2020 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by: Seconded by:

4. Approval of BIA Minutes from October 26, 2020

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

Moved by: Seconded by:

5. Financial Statements and Report ending October 31, 2020

6. Correspondence

7. Business Arising

- a) BIA Bucks
- b) Advertising – Bell Media Proposal
- c) Christmas Madness & Lighting of the Lights – Review
- d) Wayfinding Signage Update

8. Adjournment

THAT the November 23, 2020 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by:

NEXT MEETING: January 25, 2020 7:00pm - Zoom

5. Financial Statements and Report ending October 31, 2020

BIA Monthly Financial Report-2020

TOWN OF INGERSOLL
Ingersoll: SUMMARY
For the Ten Months Ending Saturday, October 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)	(\$3,575)	(\$3,000)	\$575	119%
01501	TAX LEVY SUPPORT	0	0	0	(82,228)	(82,228)	0%
01541	INTEREST EARNED	0	(27)	(21)	(2,500)	(2,479)	1%
01950	TRSF5 FRM OWN FUNDS-RESERVES	0	0	0	(116,267)	(116,267)	0%
	TOTAL REVENUES	0	(3,252)	(3,596)	(203,995)	(200,399)	2%
EXPENSES:							
10010:10140 + 12995	SALARIES FULL TIME	0	10,347	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	2,544	0	12,650	12,650	0%
40280	INSURANCE	0	696	419	700	281	60%
40500	SPECIAL EVENTS	1,689	0	14,220	12,500	(1,720)	114%
40510	ENTERTAINMENT	0	221	894	1,500	606	60%
40570	MIDNIGHT MADNESS	0	2,157	0	4,500	4,500	0%
40580	AUGUST DT SIDEWALK DAYS	0	5,754	0	0	0	0%
40585	SOLLGOOD SOCIAL MARKET	0	1,973	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	(6,046)	1,549	215	2,000	1,785	11%
40810	STUDIES & SURVEYS	0	979	0	1,500	1,500	0%
40990	ADVERTISING - RADIO	2,544	1,949	5,200	0	(5,200)	0%
41000	ADVERTISING	0	8,332	3,426	4,500	1,074	76%
41020	PROMOTION & MEALS	0	807	0	600	600	0%
41130	GRANTS TO VOLUNTARY ORGANIZTNS	0	3,000	0	0	0	0%
41160	HONOURS & AWARDS	0	250	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	(1,812)	46,963	61,062	153,995	92,933	40%
	(SURPLUS)/DEFICIT	(1,812)	43,710	57,466	(50,000)	(107,466)	(115%)

6. Correspondence

OBIAA Newsletter: <https://mailchi.mp/a869afbfe8e/5536q5ysfg-1190910?e=20c4850004>

7. a) BIA Bucks

From: KATHLEEN YOUNG <kmyoung.youngspharmacy@gmail.com> on behalf of KATHLEEN YOUNG
Sent: November 17, 2020 6:58 PM
To: BIA Board Members; Curtis Tighe
Subject: BIA Bucks...

Hello BIA Board Members;

- BIA Bucks have been gaining momentum. This week we exceeded the second \$50,000 we committed. I want to continue selling them at 20% off until the end of this week, since we have done a lot of Christmas Madness advertising and we don't want to disappoint shoppers coming to town for this sale. There will need to be a motion to this effect at our board meeting on Monday night to cover the extra cost.

Our options to go from here:

- We have maintained the "for a limited time", in our advertising and we can simply stop the subsidy outright on Saturday. We could run the campaign at some point again in the future.
- However, we have spent a lot promoting this, and would it be better to drop the subsidy down to 10% to still encourage shopping at our participating stores? Budget wise, not sure how this would affect us. Dropping to 10% would, I assume cut back BIA Buck purchasing, but 10% is still a lot of savings.

We will discuss all of this Monday night, but wanted to give you a chance to think about this over the next few days.

Kathleen

7. b) Advertising - Bell Media Proposal



Season's Greetings
CTV London

AIR DATES: December 7, 2020 – January 3, 2021

COMMERCIAL LENGTH: 15 Seconds

ADVERTISING INVESTMENT (Run Of Schedule)

Level 1 (25 exposures)	\$1,150
Level 2 (50 exposures)	\$2,150
Level 3 (75 exposures)	\$2,700
Level 4 (100 exposures)	\$3,600

PRODUCTION: (On site Production Shoot)
One - 15 second Greeting with on-site shoot, one location with audio (personal message), full colour logo, graphics, editing, station announcer. 1 version only.
Please see attached for more detail

CTV2

BellMedia