



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

### **Agenda**

Monthly Board of Directors Meeting

Monday January 25, 2021

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 January 25, 2021**

THAT the agenda for the January 25, 2021 meeting of the Ingersoll Downtown BIA board of directors be approved as presented.

Moved by:                      Seconded by:

**4. Approval of BIA Minutes from November 23, 2020**

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

Moved by:                      Seconded by:

**5. Financial Statements and Report ending XX, 2020**

**6. Correspondence**

**7. Business Arising**

a) E-Marketplace Update

b) BIA Bucks

THAT up to \$10,000 be allocated in the 2021 budget for subsidization of the BIA Buck program at 10% to commence on February 16<sup>th</sup> 2021 with \$5,000 to be immediately committed to the program and an additional \$5,000 to be deployed at the COVID-19 Subcommittee's discretion.

AND FURTHER THAT the program shall end once allocated funds are expended.

Moved by:                      Seconded by:

c) Curbside Pickup Signage

THAT up to 2 signs per business offering curbside pickup be purchased out of the 2021 budget.

Moved by:                      Seconded by:

d) OBIAA/Ferraro Giveaway  
THAT the boxes of Ferraro chocolates received through the OBIAA be distributed to those restaurants that have indicated an interest in participating in the program.

Moved by:      Seconded by:

e) DRAFT Budget 2021

THAT the 2021 BIA Budget be adopted as presented.

Moved by:      Seconded by:

OR

THAT adoption of the BIA Budget be deferred until the February 22<sup>nd</sup> meeting of the BIA.

Moved by:      Seconded by:

f) BIA Coordinator Position

## 8. Adjournment

THAT the January 25, 2021 meeting of the Board of Directors of the Ingersoll Downtown BIA adjourns.

Moved by:

**NEXT MEETING: February 22, 2021 7:00pm - Zoom**

## 5. Financial Statements and Report for the 12 Months ending December 31, 2020

BIA Monthly Financial Report-2020

TOWN OF INGERSOLL  
Ingersoll-SUMMARY  
For the Twelve Months Ending Thursday, December 31, 2020

Account #	Description	Current Month Actual	2019YTD Actual	2020YTD Actual	Annual Budget	Remaining Budget	% Expended
<b>INCOME &amp; EXPENSES - FULL</b>							
<b>REVENUES:</b>							
01498	MISCELLANEOUS RECOVERIES	\$0	(\$3,491)	(\$3,575)	(\$3,000)	\$575	119%
01501	TAX LEVY SUPPORT	0	(80,145)	(82,228)	(82,228)	0	100%
01504	SUPPLEMENTAL TAX LEVY	0	(3,074)	0	0	0	0%
01541	INTEREST EARNED	(6)	(4,517)	(27)	(2,500)	(2,473)	1%
01650	DONATIONS	0	(3,200)	0	0	0	0%
01950	TRFSFS FRM OWN FUNDS-RESERVES	0	0	0	(116,267)	(116,267)	0%
	<b>TOTAL REVENUES</b>	<b>(6)</b>	<b>(94,427)</b>	<b>(85,830)</b>	<b>(203,995)</b>	<b>(118,165)</b>	<b>42%</b>
<b>EXPENSES:</b>							
10010:10140 + 12995	SALARIES FULL TIME	0	12,788	8,498	14,945	6,447	57%
40200	OFFICE SUPPLIES	0	400	0	400	400	0%
40220	TELEPHONE	0	250	0	250	250	0%
40230	POSTAGE	0	996	0	800	800	0%
40250	PHOTOCOPIER/PRINTERS	0	400	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	16,418	0	29,410	12,500	(16,910)	235%
40510	ENTERTAINMENT	0	221	894	1,500	606	60%
40570	MIDNIGHT MADNESS	0	2,882	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	4,985	1,820	5,000	3,180	36%
40700	AUDIT FEES	2,137	2,137	0	2,200	2,200	0%
40760	TAX REFUNDS/ABATEMENTS	0	1,549	215	2,000	1,785	11%
40810	STUDIES & SURVEYS	0	979	0	1,500	1,500	0%
40990	ADVERTISING - RADIO	0	2,712	6,472	0	(6,472)	0%
41000	ADVERTISING	0	14,396	3,426	4,500	1,074	76%
41010	GRAPHICS & PRINTING	0	30	0	0	0	0%
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	1,450	3,307	29,729	70,000	40,271	42%
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	464	0	2,500	2,500	0%
42900	MISCELLANEOUS EXPENSE	0	63	0	600	600	0%
98900	TRSF TO OWN FUNDS - GEN FD	0	11,200	0	11,200	11,200	0%
	<b>TOTAL EXPENSES</b>	<b>20,005</b>	<b>78,010</b>	<b>81,112</b>	<b>153,995</b>	<b>72,883</b>	<b>53%</b>
	<b>(SURPLUS)/DEFICIT</b>	<b>19,999</b>	<b>(16,417)</b>	<b>(4,718)</b>	<b>(50,000)</b>	<b>(45,282)</b>	<b>9%</b>

## 6. Correspondence

OBIAA Newsletter: <https://mailchi.mp/49822744885a/5536q5ysfg-1191014?e=20c4850004>

### 7. a) E-Marketplace Update

Ramona Gallagher will attend and update the board on the e-marketplace

### b) BIA Bucks

Councillor Lesser to provide update on the 2020 program

COVID Subcommittee recommends that \$10,000 be allocated to subsidize BIA Bucks at 10% resulting in a net impact of \$100,000 on the BIA businesses with \$5,000 to be allocated immediately and \$5,000 at the discretion of the COVID Committee

THAT up to \$10,000 be allocated in the 2021 budget for subsidization of the BIA Buck program at 10% to commence on February \_\_\_<sup>th</sup> 2021 with \$5,000 to be immediately committed to the program and an additional \$5,000 to be deployed at the COVID-19 Subcommittee's discretion.

AND FURTHER THAT the program shall end once allocated funds are expended.

Moved by:      Seconded by:

c) Curbside Pickup Signage

COVID Subcommittee recommends that the BIA fund 2 signs for any businesses that are interested in 2 signs to indicate curbside parking for up to 2 spots in front of their business based on Council's resolution in the spring be purchased for them.

THAT up to 2 signs per business offering curbside pickup be purchased out of the 2021 budget.

Moved by:      Seconded by:

d) OBIAA/Ferraro Giveaway

COVID Subcommittee recommends distributing boxes received from Ferraro through the OBIAA to restaurants to be utilized as a promotion.

THAT the boxes of Ferraro chocolates received through the OBIAA be distributed to those restaurants that have indicated an interest in participating in the program.

Moved by:      Seconded by:

e) Budget 2021

Kathleen Young has a draft of the budget

THAT the 2021 BIA Budget be adopted as presented.

Moved by:      Seconded by:

OR

THAT adoption of the BIA Budget be deferred until the February 22<sup>nd</sup> meeting of the BIA.

Moved by:      Seconded by:

f) BIA Coordinator Position

Curtis Tighe to provide update on the BIA Coordinator Position