

## **Town of Ingersoll Boards and Committees**

### **Ingersoll Business Improvement Area Board of Management**

#### **Overview**

Ingersoll's 12 volunteer members of the Business Improvement Area are dedicated to the development and promotion of the community's unique and vibrant downtown business core. As an integral member of a network of community partners, a major focus of the BIA is to actively encourage residents and visitors alike to make Downtown Ingersoll the shopping destination of their choice.

The BIA plays an important ongoing role in the revitalization and retention of Ingersoll's bustling Downtown – the historic heartbeat of the town. Home to an array of diverse, one-of-a-kind establishments, a popular live theatre hall and year-round festivals that draw tourists from around the province and beyond, it is just moments from the prosperous, growing manufacturing sector and the Highway 401.

Working alongside businesses and residents throughout the community, the BIA is involved in a wide range of activities including marketing, business recruitment, streetscape improvement, seasonal decoration and the organizing of special events.

#### **Terms of Reference**

To oversee the improvement, beautification, and maintenance of municipally-owned land, buildings and structures in the Business Improvement area beyond that provided at the expense of the municipality generally; and to promote the area as a business or shopping area.

#### **Council Member(s)**

- Councillor Mike Bowman

#### **Staff Liaison(s)**

- Curtis Tighe, Economic Development Officer
- Jordan Minor, Economic Development and Tourism Coordinator

#### **Meeting Date and Location**

Fourth Thursday of every month - Town Centre, JC Herbert Room

#### **Further Information**

<http://www.ingersoll.ca/bia/about-us>