**Kerr Village BIA**

**10th Annual General Meeting**

**April 28, 2015**

**Oakville Town Hall**

**Trafalgar Room**

**1225 Trafalgar Road, Oakville, ON**

**Meeting Minutes**

**Present:**

Doug Sams, Executive Director

Dean MacLean, Chair

Cathy Duddeck, Councilor

Terry Hutchison

Allan Kowall, Past Chair

Janis Smith

Mike Marner, Treasurer

Don Wilson

Dave Walsh

Chris Stadnik

Steve Clayton

Pam Danoff, Councilor

Dr. Brett Warren

**Minutes:** Lillian Klemp

**This meeting was called to order at:** 7:34 PM

**Meeting Chaired by:** Pam Danoff

Pecuniary Interest: None

Motion by Cathy Duddeck

That the Minutes from 2014 AGM be approved

Seconded by Terry Hutchison ***All in favour***

 ***Motion Carried***

**Finance** – Mike Marner, Treasurer

Copies of the 2014 financial statements were distributed to the Board.

The 2014 audit of the financial statements by KPMG produced a clean audit with no concerns noted.

Mike provided highlights of the 2014 Actuals and 2015 Budget:

**2014 Revenue**

Total Tax Revenue - $362,683 (1.2% increase)

Grant from Town of Oakville - $15,000

Event Revenue - $14,213

Bank Interest and other - $1,529

Transfer from contingency - $28,412

**Total Revenue - $421,837**

**2014 Expenses**

Administration - $184,201

Promotions - $149,560 (Kerr Fest, 3 on 3, Tree Lighting)

Advertising - $28,656

Beautification - $59,420

**Total Expenses - $421,837**

Over budget - $55,294 – 8.7%

Mike advised the group that there should be no concern with respect to drawing on the $41,000 contingency to cover shortfalls. This is what the funds are intended for.

Plan to repay $20,000 in 2015 against the $28,412 draw.

Motion by Dean MacLean

That the 2014 Audited Financial Statements be approved

Motion seconded by Dave Walsh ***All in favour***

 ***Motion Carried***

2015 Budget:

Mike advised that the line budget template provided by the Town of Oakville was user friendly.

Anticipated sources of revenue:

2% increase in tax levies, less write offs - $367,874

Grant from Town of Oakville - $15,000

Sponsorships - $5,000

Event Revenue -$10,000 in beer sales

**Total Revenue - $397,874**

Expense assumptions with 2014 to 2015 Budget to Budget comparisons:

6.4% reduction in Administration

50% reduction in Marketing and Advertising - $18,000

2% reduction in Beautification - Anticipate that $100,000 will be spent in 2015

A $10,000 buffer included for Promotions and Events

Repayment of $20,574 to reserves

**Total Expenses - $397,384**

Cathy Duddek – Noted that 2015 budget has increased by $30,000. Asked if it is lumped together with Kerrfest.

Mike – Confirmed that it is.

Pam Damoff – Highlighted that there is confusion about the length of the festival. Asked if it is 1 or 2 days?

Dean MacLean – Confirmed that they are preparing the stage early to produce more revenue. The festival will be in the park for 2 days and 1 day on the street. They previously approved 5 – 11 pm on Friday and full day on Saturday with a 11:00 pm close. He anticipates an increase in beer sales on Friday evening. There will be a maximum of 3 bands - $110,000 ($10,000 buffer).

Motion by Terry Hutchison

That the 2015 Budget be approved

Motion seconded by Janis Smith ***All in favour***

 ***Motion Carried***

Board Election

Doug Sams presented list. The list was distributed through appropriate channels. All claimed - no vote required - no motion required.

**Chair’s Report:** Dean MacLean

An interesting year and we have seen many productive and positive changes since this time last year. He is honoured to be back as Chair this year and wants to continue being a productive and functioning Board. Dean noted that he is aware of the competition and appreciates the dedication of the members.

He highlighted that the 3 on 3 Hockey Tournament would be eliminated in 2015 and that Kerrfest would be ramped up.

Dean acknowledged the members who manage social media on behalf of the BIA stating that social media attracts business and that we are fortunate to have them on board.

He also noted that the Board has been more active than reactive this year and thanked the members for their commitment.

Passed the floor to Doug Sams for comments.

Doug presented a slide show that highlighted the Kerr Village activities for last year

* New Banners
* Town flowers and planters
* Ambassadors
* Christmas Tree Lighting Ceremony
* Toys for Tots
* Gold Sponsors for Santa Claus Parade

Thanked the Board for their support and participation and looks forward to keep progressing through 2015.

**Communications Update:** Chris Stadnick

Focus during the past year has been on updating the website and meeting the merchants. Created a video highlighting 4 – 5 businesses. Kerrfest video worked well. Increased engagement with merchants – Merchant of the Month program – Doug and Kayley have been campaigning merchants.

The PBC campaign was a big job, funneling over 250 businesses into landing pages. May have to spend $800 - $1,000 per month to attract business. Chris encourages merchants to blog to attract more business.

Google Analytics – 1800 people from around the world visited the website – “What to do in Oakville”. 70% of users are new users.

Regained ownership of Social Media accounts – Facebook and Twitter. Chris was able to contact gentleman who was coveting the sites and anticipates improvement.

**Kerrfest Entertainment Update -** Dave Walsh

Dave senses that The Arkells are no longer interested in performing, probably due increased popularity and demand since to their Juno win.

Jim Cuddy has been booked for Saturday performance. Sill working with The Odds

and Steven Page. Steven Page is giving another performance in the area on the same day and will require instruments to be supplied, if he performs at Kerrfest.

The Spoons are booked for Saturday afternoon.

Still working on booking performances for Friday.

**Closing remarks**:

Cathy Duddeck acknowledged the Board. She is extremely proud and thanked those who stuck through the hard times.

Motion to Adjourn – Cathy Duddeck

Motion seconded by Allan Kowall ***All in favour***

 ***Motion Carried***

**This meeting was adjourned at:** 8:05 PM