

**Kerr Village BIA  
9<sup>th</sup> Annual General Meeting  
May 6th, 2014  
Oakville Town Hall  
Trafalgar Room  
1225 Trafalgar, 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 Damoff, Councilor

Mayor Rob Burton

Dr. Brett Warren

Robert Nashat

**Minutes:** Kayley Marner

**This meeting was called to order at:** 7:00 PM

**Pecuniary Interest:** None

Moved by Cheryle McCullagh

That the minutes from the 2012 AGM be approved

Seconded by Corinne Filler

*All in favor  
Motion carried*

**Chair's Report:** Dean Maclean, Board Chairman

Dean: There have been many internal changes over the last year. Robert, Brent, Janis, and Don have joined the board. New executive director- Doug Sams. Currently have 13 board members including executive director. Revitalization processes this past season. Currently working on new special event committee.

**Finance:** Mike Marner, Treasurer

All were given a copy of 2013 financial statements and 2014 budget.

Mike: 2013 financial statements were audited by KPNG. Auditors were pleased with financials. Nothing questioned/ noted as a problem. Town of Oakville was also pleased. Highlights of financial statements: Revenue for 2013 was \$363,366, less write offs (vacancies within Kerr Village deducted from revenues received through tax levies.) \$351,930 Net Revenue. Expenses were \$20,000 under budget. Surplus of \$18,567. Redeploying 50% of this surplus towards beautification and the other 50% towards events and marketing.

Motioned by Dan Roszell

That the 2013 financial statements be accepted

Seconded by Denise MacLean.

*All in favor.  
Motion carried.*

Mike: Compared 2013 budget with 2014 budget. Staffing costs down 28% to \$77,801. Office costs up 5% at \$53,000 due to rent increase on office. Beautification bumped up 34% to \$102,089 to replace banners and lights. Marketing up 7% to \$36,000 accommodating for new website and marketing of that.

Dean: Kerr Village business directory including business name, address, and phone number of every business in Kerr Village has been put in Oakville Tourism Catalogue and other local publications.

Mike: Event budget down 7% to \$116,000. \$80,000 allocated for events in 2014 (3 on 3 Hockey Tournament is a revenue neutral event. Summer event will be about \$65,000. Tree lighting will be \$15,000.)

Mark Platt: Asked why \$30,000 was spent on website.

Mike: That amount also includes all marketing and advertising.

Motioned by Mark Platt

That the 2014 budget be approved

Seconded by Denise MacLean

*All in favor  
Motion carried*

**Committee Reports:**

**Communications:** Chris Stadnik, Chair

Chris: Many changes this year. Mandate was to be more accessible to businesses in Kerr Village. Biggest project was complete rebrand.

Chris presents the new Kerr Village logo.

Chris: Logo features typical Kerr Village business growing out of an oak leaf. Symbolizes organic growth, revitalization, and rustic feel of Kerr Village.

Mark Platt: Asks if the distressed font is too distressed

Chris: The font adds character and distinguishes Kerr Village from other areas of Oakville. It was chosen by a democratic vote.

Chris presents new website.

Chris: The previous website was dated so our next big project was to create a new one. Website not live yet, but will be live shortly once some more content is added. URL is kerr-village.ca. Every business has their own website within this site to involve merchants and businesses, making their businesses more accessible to the public. Expands marketing, provides more to merchants, drives traffic to businesses. Will highlight 4-5 businesses per month. Businesses can post special offers and events. All included in BIA membership. Website will work on mobile. Website includes full business directory, twitter feed, meeting minutes (to allow for full exposure and transparency), "Meet the Board" page, "Find a Business" page, restaurant guide (with menus and reservations), "Things to Do" page, job board for businesses to post part-time help employment. When each business owner logs in with e-mail address and password it will bring him/her to his/her own site where he/she is free to add whatever he/she likes to the business' site. Goes live automatically allowing for immediate access.

Pam Damoff: Asks if the website could include a BIA map featuring where bus stops, bike racks, and parking are located.

Chris: We will look into that.

Mark Platt: Is this a Wordpress website?

Chris: This is an independent CRM done through Backbone Technology. We own it and we have access to administrative end.

**Special Events:** Dean Maclean, Chair

Dean: Acting on behalf of David Walsh as his business has been very busy. The board decided to do 3 large events per year. First event was the Tree Lighting in November. We were pleased with the turnout, had over 600 people. Second function was the 3 on 3 Road Hockey Tournament on May 3rd. We wanted to increase entertainment value. Tried to engage new ideas: live entertainment, local bands, mayor's appearance, refreshment tent to control alcohol consumption, invited merchants to come out. We considered it a success. Had 32 teams registered. Closed off street from Florence to Stewart. Will build on this even more for next year.

Dan Roszell: Asks if board has considered how the 3 on 3 event affected other businesses (aside from food and beverages).

Dean: In the next couple of weeks we will be attempting to get feedback from all Kerr Village merchants regarding the event.

Chris: We will be going out to all businesses with I-Pads to take surveys regarding events.

Dave: The most important thing about events like the 3 on 3 is awareness. That day may not have been good for business, but we are bringing people in to Kerr Village and raising awareness about the different businesses and merchants there. May generate business weeks/months later. We are trying to create events that put people on our streets and bring people into our businesses.

Dan Roszell: I do not think this event hit all demographics. Not all businesses will benefit.

Dean: This is why we have different events, to hit different demographics and raise business throughout Kerr Village. We do appreciate your feedback, and want to get feedback from all of the Kerr Village merchants, so that we can better these events.

Dan: Suggests hosting a car show in Kerr Village to appeal to a wide variety of age demographics. Could title it "Kerr Village First Annual Car Show."

Dave: We could add a car show to our July event, which has now been moved to the weekend of September 6<sup>th</sup> and 7<sup>th</sup>.

Dan Roszell: I do not think that is a good date.

Dean: It was the only date that would not collide with something else. Most dates were already booked.

Allan: Asks Dan if he could put the board in contact with someone that could help with organizing a car show.

Dan Roszell: Yes.

**Streetscaping:** Dean Maclean, Chair/Pam Damoff, Guest

Dean: This committee focuses on keeping the street clean, having it look nice, bringing people to Kerr Village. The lights in Village Square are a lot brighter than the lights on the street. The lights on the street are too dim. Want to switch the streetlights to match the ones in the square. Will get quotes to try to correct the problem. We have been pleased with the good work the town has done with the flowers. They are well maintained.

Corinne Filler: The flowers outside my store are making a mess

Dean: Councilor Duddeck will look into the changing flowers for you

Cathy: We will ask them to change the flowers

Dean: The old tree in Village Square is gone. The town put in a tree from November to February, then will put flowers in for the remainder of the year. Banners have been weathered. They are being replaced with our new logo for the fall.

Discussion about changing the size of the banners to make them more visible. The board will look into changing hardware on streetlights to accommodate for larger banners.

Pam Damoff: Sheridan College and Share the Road Cycling Coalition have started a program called You Cycle. The program shows students how to ride from Sheridan College to Kerr Village. The program will be offered to all BIAs. Will kick off in September. Will also incorporate Oakville transit. More information will be on its way. New bike posts being installed this spring in Kerr Village. Will be doing a Watch for Bikes program. Will put stencils on the sidewalk to remind cyclist not to cycle on sidewalk. Introduces the idea of a Bike Friendly business sticker. To be able to display the sticker businesses can voluntarily set up bike parking, water bottle refills, and bike locks. Says to cyclists that they are welcome there. Business will likely go up by 10-15%. Want to encourage cyclists, primarily families, to Kerr Village.

**Nomination:** Allan Kowall/Cathy Duddeck, Co-Chairs

Allan: Full board of 12 members. Waiting list for people who want to join the board. If you are interested in being a volunteer on the board committee let Doug Sams know.

Cathy: Board changes at next election. Others also have the opportunity to put their names in.

**Long Term Planning:** Cathy Duddeck, Chair

Cathy: Rain Empire communities going forward. Somebody has expressed interest in wanting to develop 371 Kerr St. There will be access off Kerr St. Mexicali Rosa continues to be an issue as the owner is in no rush to develop the property. Unless there is a safety issue there is nothing we can do to make them develop it. There has been interest

in purchasing the property, but it was declined. 42 Lakeshore Road West, has the heritage home on it. Works taken with magnolia tree were not approved and had to be taken by town. Should be coming along. 174 Brookfield also under question. Council denied application for building a five-story building there.

Corinne: Can we do anything about the Mexicali Rosa fencing?

Pam: No. It is there because other developers were using it to park their cars.

Corinne: People are moving that fence and going in to park.

Cathy: We will have bylaw come by to take a look at it. We cannot enforce on a private property.

**Development:** Allan Kowall, Chair/Terry Hutchison

Allan: Our role is to work with the town in issues regarding development/revitalization. Community improvement program grant approved. Town will pay for half (up to \$10,000) for any façade improvement. If you own property on Kerr Street, now is the time to make façade improvements. Trying to find additional retailers for empty spaces.

Terry: Asked Mayor Burton to speak about the free parking initiative for Kerr Village.

Mayor Rob Burton: It is council's decision. Will be made at May 26 council meeting. Speak to your councilors. Have had extensive meetings with merchants. 97% tell me free parking is a wonderful marketing event to recover from winter and strengthen themselves. I have lent my support to the initiative. All municipal power is exercised by council, we must have majority, 7 votes needed in Oakville.

Corinne: Expresses concern about customers going in to her store for 5 minutes and coming out with a parking ticket.

Terry: Parking enforcement ticketing practice "trapping customers" has stopped within the last month.

Corinne: Expresses concern about customers being ticketed for distracted driving.

Cathy: Please caution customers about distracted driving.

**Strategic Plan:** Terry Hutchison, Chair

Terry: Working on full-scale mission statement for Kerr Village BIA. In the early stages. Stay posted. If you have contributions please let me know.

Chris: Any developments that do come forth will be posted on the website.

**Sponsorship:** Allan Kowall, Chair

Allan: Will be gearing up towards finding new sponsors for events. Will be trying to take events to next level to attract more sponsorship. If local merchants want to sponsor please get in touch with me.

**New Business:**

Motioned by Mayor Rob Burton

That the actions of the Board of Directors be approved

Cheryle McCullagh moved the action

Seconded by Mark Platt

*All in Favor  
Motion Passed*

**This meeting was adjourned at 8:11 PM**