**Present:**

Doug Sams, Executive Director

Dean MacLean, Board Chair

Dr. Brett Warren, Vice Chair

Mike Marner, Treasurer

Terry Hutchison, Strategic Plan Chair

Chris Stadnik, Communications Chair

Janis Smith

Dr. Robert Nashat

Don Wilson

Steve Clayton

**Minutes:** Kayley Marner

**Regrets:**

Allan Kowall, Sponsorship Chair

Dave Walsh, Special Events Chair

Councilor Cathy Duddeck

**Absent:** None

**Guests:** None

**Dean MacLean calls the meeting to order at 8:07 AM**

**Pecuniary Interest:** None

Moved by Mike Marner

That the minutes from March 26, 2015 board meeting be approved.

Seconded by Janis Smith

***All in Favor***

***Motion Carried***

**Subcommittee Reports**

**Communications- Chris Stadnik, Committee Chair**

Chris presented the current Google Analytics for the Kerr Village website.

Chris: We will receive this report monthly and can compare the analytics of our webpage month over month.

Chris: We have started working on the PPC campaign. It runs on a pay-per-click system with a set price ceiling. We will be offering merchant discounts on landing pages based on the categories of businesses to draw new customers. We are about to start the process of reaching out to merchants that would like to feature special offers on these landing pages. This will drive more potential customers and clients to the Kerr Village website and to Kerr Village merchants. In order to access these special offers, consumers must input some personal information: name, e-mail. This will then allow the merchants to follow up directly with the consumer and have a better idea of where their potential clients are coming from. Our current problem is that a lot of our merchants have still not registered their businesses on the Kerr Village website, or if they have they have not added a logo or any business information.

Doug: After each of my merchant visits Kayley registers their website listing and uploads a logo for them. I’m at over 100 merchant visits, once I have seen all of the merchants this problem should be rectified.

Chris: We need front desk administration to contact the randomly selected businesses for the landing pages and explain the project, ask them what kind of special offers they would like to extend, etc.

Chris: Asks if the committees need approval for each new project cost, or if as long as it is in budget approval is not necessary.

Dean: As long as it is in budget you do not need board approval, but you do need to keep the board informed in case anybody has any objections.

Chris: Janis and I need to hire a photographer and videographer for our events. We need to get this in place as soon as possible. If anybody has a suggestion or recommendation, please forward this along to Janis or myself.

Motioned by Dean MacLean

That the Kerr Village BIA board of directors support the communications committee with whichever professional they choose to employ for photography and videography at Kerr Village events.

Seconded by Mike Marner

***All in Favor***

***Motion Carried***

**Special Events- Dave Walsh, Special Events Chair**

Deferred until next meeting.

**Finance- Mike Marner, Treasurer**

Dean: Last week the finance committee submitted the 2015 proposed budget to the Town of Oakville for approval.

Mike: The Manager of Accounting for the Town of Oakville took our draft and adjusted it to be approved by Town Council.

Mike: Presented the 2015 Kerr Village BIA proposed budget as adjusted by the Finance Department of the Town of Oakville, as well as a detailed line item budget for the board to review.

Mike: The Town of Oakville has allowed for a 2% increase on our tax levy. We have been very conservative with our revenue predictions.

Mike: Last year we had to take money from the reserve to fund the areas we had a deficit on. I was told we needed to pay that money back to the reserve for the Gateway Project. I learned recently from the Finance Department of the Town of Oakville that the reserve is meant to act as a contingency fund and therefore does not need to be paid back immediately in full.

Motioned by Mike Marner

That the 2015 proposed budget for the Kerr Village BIA be approved.

Seconded by Chris Stadnik

***All in favor***

***Motioned carried***

**Streetscaping- Dean MacLean, Chair**

Dean: We need lights in the trees to better illuminate the area and provide a better overall aesthetic. We have had four quotes from lighting companies and have received a quote $14,000 cheaper than even our lowest quote. We will have 56 trees lit with all new lights. The project will be done in 4 weeks, with a deadline of May 24th.

Motioned by Dean MacLean

That the Board of Directors approve the lighting project based on the lowest quote received.

Seconded by Steve Clayton

***All in Favor***

***Motion Carried***

**Nominations- Dean MacLean, Board Chair**

Dean: We currently have a full board. Nobody has put forth a resignation at this time. We will put forth our board at the AGM.

**Long Term Planning- Cathy Duddeck**

Deferred until next meeting

**Development- Terry Hutchison, Co-Chair**

Deferred until next meeting

**Strategic Plan- Terry Hutchison**

Deferred until next meeting

**Sponsorship- Dean MacLean, Board Chair**

Dean: Doug attended a seminar on sponsorship at the OBIAA conference this week. At the next meeting Doug will bring forth some new ideas generated at this workshop to the board.

**Executive Director Report, Doug Sams, Executive Director**

Doug: I have copies of the Economic Report from the Town of Oakville. The Façade Improvement grant is in place until June 30th. The Patio Program is going forward, several merchants are working with the Town of Oakville and I on this. The merchants of the month have been updated. We have solved a post box and bench relocation issue. I have been starting to get complaints about cigarette butts on the sidewalk so I am going to work with the Town of Oakville to see what can be done about this issue.

Motioned by Dean MacLean

To receive the sub-committee reports

Seconded by Steve Clayton

***All in Favor***

***Motion Carried***

**New Business**

Dean: We should meet as a board the fourth Thursday of every month to remain consistent and reduce absenteeism.

Motioned by Dean MacLean

That the Kerr Village BIA Board of Directors agree to meet on the fourth Thursday of every month

Seconded by Dr. Brett Warren

***All in favor***

***Motion Carried***

Dean: Doug attended the OBIAA conference this week. While there, the OBIAA Board of Directors had two vacancies and Doug was elected to the OBIAA Board of Directors out of almost 300 other potential candidates. This will bring forth a lot of opportunities for Kerr Village. We want to ensure still that the board approves this two-year term before Doug accepts it. The OBIAA Board of Directors meets four times a year and is a volunteer position.

Motioned by Dean MacLean

That Doug Sams accept his elected position on the OBIAA Board of Directors.

Seconded by Dr. Brett Warren.

***All in Favor.***

***Motion Carried.***

Dean: After Kayley leaves at the end of this week we would like to bring in a summer student to work as a part-time office administrator.

Janis: Suggests hiring a permanent administrator to eliminate turnover.

Dean: We will be looking now for September for a permanent administrator. We had been hoping to find a permanent administrator sooner, but so far we have not found a suitable candidate and therefore would like to hire a student for the summer while we continue the job search.

Motioned by Dean MacLean

That the Kerr Village BIA Board of Directors approve the employment of a student to work as a temporary part-time administrator from May to August of 2015.

***All in Favor***

***Motion Carried***

Chris: I am looking for a full-time office manager and a part-time receptionist if anybody knows someone that may be interested.

Dean: I’d like to thank Dr. Brett Warren for chairing the last meeting on my behalf.

Robert: The walk in clinic beside Leon’s Pharmacy has been shut down. There is now a new doctor that is accepting new patients and walk-ins.

Dean:. The AGM begins at 7:30 PM on Tuesday April 28th. It will be chaired by Councilor Pam Damoff. We will be taking headshots of the Board of Directors before the meeting begins at 6:30 PM. The reception will take place at 7:00 PM.

Motioned by Janis Smith.

That this meeting be adjourned

Seconded by Dr. Robert Nashat

***All in Favor***

***Motion Carried***

**This meeting was adjourned at 8:50 AM**

**Next Meeting/ Annual General Meeting: April 28th , 2015/**