**Present:**

Doug Sams, Executive Director

Dean MacLean, Chair

Dr. Brett Warren

Terry Hutchison

Cathy Duddeck

Don Wilson

Janis Smith

Chris Stadnik

Steve Clayton

Dave Walsh

**Absent:** Robert Nashat, Allan Kowall

**Minutes:** Doug Sams

**Regrets:** None

**Proxy:**

**Guests:** Ray Chisholm

**Dean MacLean called the meeting to order at 7:45am**

**Pecuniary Interest: None**

Adoption of Minutes from Jan 28, 2016 Moved by Janis, second by Cathy, passed.

**Subcommittee Reports**

**Development:**

Terry-noted response and comments were submitted to Town regarding the Kerr Village Growth Plan. Our comments were basically pro development comments.

Cathy-Noted that there would be some concerns and strong comments about building height. Gave an example of the vacant property at Kerr and Lakeshore, noted the concerns expressed and also noted that it was a gateway.

Terry-noted that we have to take Kerr Street out of the 1970’s.

Dean-noted that the development committee has been meeting for sometime.

**Long Term Planning**

Cathy- Report re: 42 Lakeshore on the magnolia tree and vacant property. There will be a report coming forward about vacant properties. Issue of vacant property at Kerr and Lakeshore did come up with the new bylaw officer. The bylaw office has been working on something re: vacant property, which was raised during the election.

Concern was raised by several people about inquiries regarding marijuana shops opening if as anticipated a law is indeed passed by the Federal Government legalizing it’s use.

**Communications**

Doug-Presented communication committee notes (Sponsorship Package & Marketing RFP) and a proposal that Chris will bring forward when he arrives. The scope of the Marketing RFP was to market our events and putting our brand out to the public on a year round basis.

Cathy: Expressed concern about the monthly fee plus additional cost on top of that.

It was pointed out that the money for something such as this was in the budget as it did go through the Finance Committeee.

Chris-Talked about Marketing Consultant RFP’s and process. After narrowing it down to two companies and meeting with them, is the recommendation of the communication chair that we hire Yellow Robot as our Marketing Consultant. They are a vibrant company and presented a good plan. Rather than do google ad word campaign would rather put our money into a Marketing Company. Immediate attention given to:

1. Push our brand out there.
2. Marketing our Handmade and Vintage Market

Cathy: Wanted to know results and how they could track it.

Dean: Raised the question about Kerrfest being included as well

It was noted that the Special Events Committee had forwarded a request to Chris on a Marketing plan for all events including Kerrfest.

Chris: Because of cost he got the company involved to do a minny strategy regarding social media, graphic design, marketing for events, reports, etc.

Dean: What would we be getting for our money and what will they do in their scope of work.

Chris: The company can look at what we have done from an outside perspective and make suggestions on direction and strategy.

Cathy: Brought up process and approval.

Chris: Noted that nothing has been signed and will bring recommendation forward for approval.

Cathy: We need to identify specifics regarding proposal and what kind of ongoing service are we getting.

Janis: Are they going to make suggestions are actual do the work regarding social media, etc, this is what we should do?

Chris: Are they going to make every tweet no, but they will guide us through it. Details still need to be discussed and went over marketing , brand identity, social media, etc.

Cathy: We still do not know all of the details so how can we make an informed decision.

Was pointed out by several board members about knowing details. Chris then read what was being considered.

It was suggested that Chris send additional information to the board.

It was discussed at great length and suggested by the board is that we need more information and details to make a decision.

**Sponsorship**

Doug-Gave an overview of Sponsorship and where we are at this time. Sponsorship package has been updated, need each board member to get a sponsor, and we have applied for some money from other sources.

Dean-Talked about the need to be able to tell people who the performers are in order to create an interest in sponsorship. We should all take responsibility for sponsorship.

Cathy-Suggested we run off paper copies of sponsorship package.

Chris-Can each board member contact five businesses throughout Oakville to approach as sponsors. We can send the directory as an information source.

Dean-Everyone should work at it as a whole and a board.

List of businesses will be sent out and board member will contact 5 businesses and each board member will get 5 copies of the sponsorship package.

Motion to have all board members assist with sponsorship Terry second by Dave

**Special Events**

Dave-Talked about Band bookings and the process. Who may be available and how we can get them. We want to be able to stay within in our budget.

Janis-Talked about the Kerr Village Handmade & Vintage Market Oakville

**Streets Scaping**

Dean- Gave an overview of the street and of things that needed to be done. The committee is in the process of getting a work list together along with quotes.

Dean made a motion to adjourn and was seconded by Janis.