**Present:**

Dean MacLean, Board Chair

Doug Sams, Executive Director

Councilor Cathy Duddeck

Mike Marner, Finance Chair

Dave Walsh, Special Events Chair

Janis Smith

Terry Hutchison

Chris Stadnik

**Minutes:** Kayley Marner

**Regrets:**

Dr. Brett Warren

Allan Kowall

**Absent:**

Dr. Robert Nashat

Steve Clayton

Don Wilson

**Pecuniary Interest:** None

**Dean MacLean calls the meeting to order at 8:06 AM**

Moved by Dave Walsh

That the minutes from July 3, 2014 board meeting be approved

Seconded by Councilor Cathy Duddeck ***All in Favour***

***Motion Carried***

**Sub-Committee Reports**

**Communications- Janis Smith, Committee Member**

Janis presented the new “Meet Your Merchants” video to the board members.

It was very well received.

Janis: We will upload this to our YouTube account, website, and other social media accounts. We would like to make more videos like this so long as our budget allows for it.

Terry: Downtown Oakville has released an app for their area. The communications committee may want to look into doing something similar for Kerr Village.

Doug: The Oakville Tourism tents are being delivered today for the Oakville Ambassador program.

Doug: We have had great feedback on the website.

Chris: We have had a few issues with merchants signing up for the website and uploading content, but other than that we have received great feedback from merchants. Kayley has done a great job updating the merchants of the month and the website articles. Once Kayley leaves we still have one hour-long training session with Backbone for her replacement and can purchase others for $80 and hour to ease the transition.

Doug: We have a new business opening on Speers Road and the business owner wants help advertising her business on social media, as well as the Kerr Village website. Kayley will be meeting with her next week to assist with that. Another new business will be opening up soon on Kerr Street and we have offered do the same for them.

Dave: Asks if the video could be shown on televisions in Oakville recreational centers.

Cathy: I will look into that through the Economic Development department.

Chris: We would like to take some still images for the website. Hopefully our videographer for this past video will be able to film and photograph the September 6th event.

Dean presented the new Kerr Village stationary and letterhead.

Janis: Asks how to add Kerr Village logo to e-mail signature.

Chris: Upload the image onto your personal e-mail file to add into your signatures.

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

Dean: Dave has worked very hard on this event and we really need to appreciate all of the work and time he has put into it. We have a little over three weeks before this event. Meetings are every Thursday at the Kerr Village BIA office at noon if anybody is interested in attending.

Dave: The main stage is no longer on Kerr and Lakeshore as it is not a large enough space to accommodate a large crowd. The main stage and food court has been moved to Westwood Park. We had to redo all of the staging and bands to accommodate for this new venue. The main stage will now be backing on to Bond Street facing south. The trailers and generators on Bond Street.

Cathy: Asks about asking the Lions Foundation to use their parking lot.

Dave: We want to minimize the damage to Westwood Park by bringing in trucks. Cowboy Junkies are confirmed, Wide Mouth Mason is confirmed, and they both have minimum stage requirements. There is a lot of paperwork to do for each band and it is very time-consuming to fill all of it out and go through each rider to make sure everything has been covered.

Dean: Music is still only one aspect of the event. There are a lot of other attractions. Dave has taken over music and spent a lot of time on it. We need to assist with the other aspects of the event.

Dave: Andrew from Gear Music has been an amazing help. He has attended all of the special events meetings and is providing all of the backline instruments and equipment. We wanted to get the poster done earlier, but we needed to have the bands booked first. Kayley has created the poster and it is now ready to go.

Dean: The posters will go out Monday. We will advertise on social media, newspapers, Cogeco, radio, and mobile signs in prime locations. We encourage all board members to “share” the image of the Kerrfest poster on their personal social media accounts.

Dean: The SOPs have been done. In terms of the beer tent, we did not want to take away from licensed merchants so for the sake of neutrality we are having Rotary come in to run the beer garden by the main stage. The proceeds will cover the cost of the tent and the remaining proceeds will be split 50/50. Rotary will provide all smart servers.

Dave: The merchants can petition to sell alcohol outside of their establishment instead of bringing in another beer tent.

Cathy: Rotary will also advertise the event now that they are involved.

Dean: Cameron’s Brewery will be sponsoring the event. They are a local brewery and want to assist us as we are a local organization. For every two kegs we purchase we will get one free and they will be providing two people to help unload and set up the kegs. They are also interested in sponsoring future licensed Kerr Village events.

Dave: We are working on booking carnival rides on Kerr Street between Washington and Stewart. There will be a smaller stage beside Washington, facing south.

Dean: We are working on hiring buskers.

Dave: We are working with a company called Main Event to acquire some inflatables, mechanics, and street performers.

Dean: The Polar Bear Dip will be setting up a tent in Heritage Park and are working on getting a dunk tank to raise funds for their campaign. Way Cool Tattoos has offered to set up a tent with temporary tattoos and face-painting in Heritage Park as well. We are also working on getting some local artists in to do an art show.

Dave: We always need help if anyone would like to assist.

Dean: In terms of food, we have sent out an offer to all eateries in Kerr Village to set up a tent beside the main stage to sell their product. They are also encouraged to sell food outside of their place of business. We have sent out an e-mail regarding this and if we do not hear back by the deadline of August 22nd, we will bring in outside food vendors. We will be sending out a reminder e-mail on Mondau. We will not be able to provide the merchants with tents or equipment as it will not fit in with our budget. All of the merchants have been encouraged to do a sidewalk sale.

Doug: We are working on organizing the car show and the art show right now. We should have a supervisor for each area of the event.

Dave: We have brought a road manager, who is also a Kerr Village resident, to manage the bands.

Chris: Asks about using walkie talkies to aid in communication during the event.

Doug: The Kerr Village BIA owns several walkie talkies that will be used during the event.

Cathy: Asks about policing.

Doug: That has been arranged.

Dean: We want to ensure all aspects of the event have been covered and will run smoothly to make it a full day event for people of all ages. We have arranged a trackless train to take event patrons back and forth to engage the entire street.

Dean: The Kerr Village BIA golf shirts are in. Please wear them at Kerr Village functions.

Cathy: All members should wear a nametag around their neck for the event. On the back all necessary contact numbers for the event could be listed.

Dave: We have purchased the domains for the event if we want to set up an external website for it in the future.

Dean: Mayor Burton will be kicking off the ceremony. After this function is over we will start preparing for our tree lighting event and 3 on 3 tournament.

Dean: The tree lighting event area will be bigger this year as the Engineering and Construction Department of the town will be closing Kerr from Florence to Washington for safety reasons.

**Finance- Mike Marner, Finance Chair**

Mike: We have recently had a semi-annual audit of our books and we are in good standing.

Chris: Suggests a Kerr Village credit card.

Mike: As a non-profit we are not allowed to borrow money.

Cathy: As an entity of the town, the Kerr Village BIA is not for profit.

Cathy: Asks if the $15,000 grant from the Town of Oakville was approved.

Doug: Not yet, the person responsible for that has gone on vacation.

Cathy: I will contact the Finance Department to inquire about this.

**Streetscaping- Dean MacLean, Chair**

Dean: We have received many compliments about the flowers on the street. We have sent a thank you letter to the Parks and Open Spaces department of the Town of Oakville to thank them for the great work they have done planting and maintaining them.

Dean: The banners will be changed next week with the new Kerr Village logo.

Cathy: We should leave the new designs very simple so that people driving and walking through Kerr Village can view them easily.

Chris: I do not like the United Way banners. There is no association with Kerr Village and the United Way.

Dean: The United Way has covered more than half of the cost. We need to get the old banners down as soon as possible. These banners will be short term and will only be up for ten weeks.

Cathy: In the future we can feature local charities.

Doug: We are in the process of getting three quotes on banner designs and lighting for the winter.

Janis: Expresses concern of diluting the Kerr Village brand with the involvement of other organizations.

Doug: The United Way banners have been done in the past and we were approached to use these banners to get our old banners and down and help transition to our new banners.

Dean: The bottom piece of the banner is where the Kerr Village logo will be featured.

Cathy: I am inquiring about using the new bike racks to advertise our new Kerr Village branding.

Dean: Doug has been working on the lighting for the street.

Doug: I am waiting on a final quote. Once I have received that the streetscaping committee will meet to make a recommendation.

Dean: Some of the merchants have been complaining that the lights outside of their place of business are burnt out.

Cathy: I will inquire about this so long as I am provided with a location.

**Nomination- Councilor Cathy Duddeck, Co-Chair**

Cathy: Nothing to report at this time

**Long-term Planning- Councilor Cathy Duddeck, Co-Chair**

Cathy: Nothing to report at this time

**Development- Doug Sams, Executive Director**

Doug: Terry has submitted suggestions for the Kerr Village BIA strategic objectives. Please take the time to look them over and we will discuss them at the next meeting.

Moved by Dean MacLean

Motion to receive the reports

Seconded by Councilor Cathy Duddeck ***All in Favor***

***Motion Carried***

**New Business:**

Dean: Doug has organized and attended a meeting with the other two Oakville BIAs to do informative planning together. The meeting went well Downtown Oakville and Bronte have offered to aid in advertising our event and we will reciprocate this for them. The three BIAs have agreed to meet quarterly.

Dean: Kayley , our office administrator, will be going back to university on August 28th. She has the opportunity to return from January to May 2015 through a co-op program, but it must be a full-time position at minimum wage.

Cathy: Asks about interim position.

Doug: I have contacted Oakville Tourism and have received a recommendation for person to fill this position.

Cathy: The position must be sent to the Human Resources department.

Doug: I will do that. We have to do this as quickly as possible so that Kayley can train the new staff member before she has to leave.

Moved by Councilor Cathy Duddeck

Motion for Doug to contact the Town of Oakville in regards to the office placement and report back to the board.

Seconded by Dave Walsh ***All in Favor***

***Motion Carried***

Doug: I would like to reconfirm our donation to the Oakville Santa Claus Parade.

Moved by Mike Marner

A motion to approve the Kerr Village BIA donation to the Oakville Santa Claus Parade

Seconded by Councilor Cathy Duddeck ***All in Favor***

***Motion Carried***

Doug: Presented thank you letters from the charities assisted by the 3 on 3 tournament.

Moved by Councilor Cathy Duddeck

That this meeting be adjourned.

Seconded by Mike Marner ***All in Favor***

***Motion Carried***

**This meeting was adjourned at 9:16 AM.**

**Next Meeting/ August 28th, 2014/ To be confirmed**