



**KERR VILLAGE BUSINESS IMPROVEMENT AREA
BOARD OF DIRECTORS MEETING**

Location: B-363 KERR STREET, OAKVILLE, ON

Date & Time: Tuesday, January 28, 2020-8:00am

MINUTES

BOARD MEMBERS	Dean MacLean, Dr. Brett Warren, Ray Chisholm, Dr. Theresa Bankey, Robert Nashat, Tracey Dreesen, Noel Lourenco, Don Wilson, Dave Walsh, Chris Stadnik, Bob de Hoog, Joe Martineau
PRESENT	Dean MacLean, Ray Chisholm, Don Wilson, Joe Martineau, Dr. Brett Warren, Chris Stadnik, Robert Nashat, Dave Walsh, Tracey Dreesen
PROXY	Noel Lourenco
REGRETS	Dr. Theresa Bankey
GUESTS	
Item #	Item Description
1.	Call to Order: 8:16AM
2.	Approval of Agenda: Motion by Don, second by Joe
3.	Declaration of Pecuniary Interest: None
4.	Approval of Previous Meeting Minutes: Motion by Brett, second by Chris.
5.	<p>Special Events & Sponsorship: Discussed Tree Lighting event location possibly at Westwood Park. Dependent upon availability of a tree. Action: Doug will meet with head of Open Spaces on Feb 5th. Will report back to the board. Motion by Chris, second by Robert. Motion passed. Report on Kerrfest: Committee has met and they are in the process of reviewing bands. No contracts have been signed at this time. Review of sponsorship package for Kerrfest for 2020. All board members have a copy. Action: Movie in Westwood Park possible June 20th date, Doug will contact Film ca regarding possible dates that work.</p>
6.	Street Scaping: Nothing new to report.
7.	Strategic Plan: See attached from strategic plan from committee meeting earlier, regarding the areas of emphasis which are marked in blue.
8.	<p>Budget & AGM 2020:</p> <ol style="list-style-type: none"> 1. Discussed a 2.5% percent increase. . Action: Doug will speak will Town Finance staff and report back. 2. AGM Date & Location March 24, 2020 7pm Location TBA . Action: Finalize details at the next board meeting.
9.	Development: Discussion and update to take place at the next meeting
10.	Executive Director Report: Areas reported on are attached.
11.	Motion to Receive Reports: Made by Tracey, second by Robert.
12.	New Business:
13.	Adjournment: 8:55am
14.	Next Meeting Dates: Thursday February 27, 2020 8:00am



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EXECUTIVE DIRECTOR REPORT

- January Visit by Accountant
 - Preparing for Audit by KPMG-have to complete check list
 - Completed and submitted Celebrate Ontario grant for 2020
 - Coordinated Social Media Posts
 - Met with Town Finance re:2020 Budget process. Need to determine % increase
 - Kerrfest meeting before New Year
 - Spoke with Town Event Staff re:2020 events
 - OBIAA Advocacy & Communication Phone Conferences
 - Conference with Town Event Coordinator regarding 2020 Events
 - Researching event funding sources
 - Updating business directory
 - Kerrfest preparations and logistics
 - Kerrfest partnership opportunities
 - Strategic Planning goals
 - Community opportunities-do we want to host Business After Hours in 2021?
 - Funding Opportunity- \$2000 available if we do 3 events in Westwood Park or Heritage Square. One event to take place on June 20th.
 - Spoke at Oakville Lions Club along with Board Chair
 - Visited various merchants
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STRATEGIC PLAN MEETING

THREATS	1	2	3	4
Budget				
Negative Attitue (Merchants)				
Geography				
Competition-other BIAS				
Downtown Development				
Communication (Operations Manual)				
Engagement				
Succession Planning				

OPPORTUNITIES (NORTH KERR ST.)	1	2	3	4
Reforms (Adjustments)				
Job description				
Operational Information Packages				
Branding-Build on it				
Name Change: Kerr Village Business improvement				
Training for executive director skill sets				

WEAKNESSES	1	2	3	4
Board composition/Event Participation				
Distribution of Tasks				
Don't know what the BIA is (Branding)				
Constitution /Policy/Education (Provincial Policy)				
Roles/Responsibility/Authority				
ROI				
Execuitve Director-what we do				

STRENGTHS	1	2	3	4
Awareness/Location				
Commitment/Location				
Accessibility/Visibility				
Good looks/Communication				
Presentation/Brand				
Beautification				
Activity/Events-Reputation				
Diversity-Business people				
Execution- Bang for your buck				
Leader-profile				



Kerr Village BIA 2020

Board Meeting & Social Dates	Holiday or Event Dates
Thursday February 27th Board Meeting (Budget Approval)	Monday February 17 th Family Day
Tuesday March 24th AGM-TBA	Tuesday March 17 th -St. Patrick's Day
Thursday April 23rd Board Meeting	April 10 th Good Friday; Sun April 12 th Easter; April 13 th Easter Monday
Thursday May 28th Board Meeting	Sunday May 10 th Mother's Day; Monday May 18 th Victoria Day
Saturday June 20th TBA	Movie in Westwood Park
Thursday June 25th Board Meeting	Saturday June 20th Movie Night Westwood Park-TBA; Father's Day Sunday June 21 st
Thursday July 23rd Board Meeting	Wednesday July 1 st Canada Day
Thursday August 27th Board Meeting	Civic Holiday Monday August 3 rd
Wednesday September 23rd Holiday Social	Monday Sept. 7 th Labour Day; Kerrfest Sept 11 & 12; Kerrfest Kids Sept. 13th Westwood Park
Thursday October 22nd Board Meeting	Monday October 12 th Thanksgiving
Thursday November 26th Board Meeting	Remembrance Day Wednesday Nov 11 th
Wednesday December 9th Holiday Social	26th Annual Tree Lighting & Holiday Market Friday December 4th 5-9pm.