**Kerr Village BIA Board Meeting**

**Minutes**

**Thursday, January 26, 2017**

**Kerr Village BIA Office**

**B-363 Kerr Street**

**Present:**

Doug Sams, Executive Director

Dean MacLean, Chair

Chris Stadnik

Allan Kowall

Terry Hutchison

Steve Clayton

Cathy Duddeck

Noel Lorenco

Dr. Theresa Bankey

Robert Nashat

**Minutes:** Doug Sams

**Regrets:** Dr. Brett Warren, Vice Chair, Dave Walsh, Don Wilson,

**Proxy:**

**Guests:**

**Dean MacLean called the meeting to order at 8:07am**

**Pecuniary Interest: None**

**Motion** was made to adopt the Minutes from November 24, 2016. Moved by Cathy second by Terry. **Motion passed**.

**COMMITTEE REPORTS:**

**Long Term Planning:**

Cathy-Talked about the Lakeshore bridge and suggested that we meet with Dan Cozzi, Town of Oakville regarding signage for the closure noting businesses will be open. Also to invite any interested merchants who would like to ask questions. A meeting will be set up in the BIA Board Room.

Discussion ensued about the effect the closure will have on local business.

**Special Events/Sponsorship:**

Dean-gave report. Have an extended meeting next month (Next Meeting 7:30-10am)

to discuss events for the year. Determine whether to have the Market again.

Cathy- brought up point during Kerrfest about who sub contractors report to.

Dean- probably need to develop a more extensive contract for service providers and what they do and who they report to.

Sponsorship, Grants and Headlining acts were discussed. There is more competition because of Canada 150 Celebration.

It was noted that if anyone has any leads for sponsorship please forward information to the Executive Director and he will get them the information.

Cathy-made a suggestion that we have a sponsorship tent for sponsors.

It was also discussed that sponsors should have a meet and greet with performers.

Noted that we have opportunity to have a tent at Canada Day at which we can promote Kerrfest.

Will finish discussion at next board meeting, which will run for an extended time frame starting at 7:30am instead of 8am.

Discussion about fund raising revenue streams took place.

**Marketing/Communications**

Chris- pointed out he needs to recruit a couple of more members to be on Communications Committee. Make brand and logo consistent with events, signage, etc.

Mentioned that Yellow Robot needs our persona’s for marketing purposes. Persona link will again be sent.

Chris suggested that we do a 90 minute workshop regarding blogs and how to use a website.

Chris explained what the persona entails and accomplishes. It allows marketing to target their audience.

**Nomination:**

Cathy-we now have a full board.

Dean-talked about number of times board meets and committee meeting. Also mentioned the social that we had in December.

It was noted that we had received approval from Council regarding the new BIA Board members. Also a copy of the BIA Board minutes will be sent to the Town Clerk for their files of the motion appointing the two new board members.

**Finance:**

Extended meeting will address the budget for the AGM on March 21st.

**Development:**

Terry- discussed allowed building heights and development in Kerr Village. Pointed out Development Map for Kerr Village that is posted on wall. Discussed CBD and mixed use zones.

Allen-gave a presentation of what the map entails and discussed the H1 Holding Bylaw.

Cathy pointed out the additional work that needs to be done in an H1 designated area.

Terry-wanted to know where we are in sewer allocations.

Cathy- the region sets the allocations for sewer capacity. Also talked about certain properties that needed to be enticed with heights for development.

There will be up coming public meetings for Liveable Oakville.

Terry-talked about how height limitations inhibit development.

Discussion ensued about how going higher can be a benefit in getting certain properties development.

Terry- going to set up meetings with some resident associations to advocate for more building height and the advantage that it would bring to Kerr Village. Development in Kerr Village would be good for everyone.

Cathy-pointed out that there is concern by residents that traffic continues to be greater and how it impacts the area.

Discussion ensued about what is needed in Kerr Village and what is happening in the future.

Terry invited any interested board members to join the Development Committee.

**Street Scaping:**

Dean-Spring flowers planters are on order and will be out in the spring.

When the Town services the plants it is not water it is fertilizer and food for the plants.

It was pointed out that we pay for them and we should let people do.

Dean-Invited any interested board members to be on streets scaping. Also noted that it is time that we order new banners. Question to the board was how many banners that we need. Cost factor is involved with each installation if you have multiple banners.

Yellow Robot will design banners and present a couple of graphic design.

Dean-proposed that we look at two different seasonal banners.

Discussion took place about some type of lighting fixtures on Lakeshore Rd W.

Cathy-discussed having Lakeshore Rd W match fixtures across bridge to downtown Oakville. Will have to wait and determine what will be done.

Dean will meet with Chris on Banners and make recommendation to the board.

**Strategic Plan:**

Nothing to report at this time.

**ED Report:**

Attended Town Council Meeting Monday December 12, 2016

Attended Livable Oakville Sub Committee Meeting Monday, January 16, 2017

Supervised Wreath and Xmas Tree Light removal Sun Jan 15, 2017

Ribbon Cutting Sage Real State Dec 9, 2016

Submitted Canada Summer Jobs Grant Application, Jan 11, 2017

Submitted 10 Local Sponsorship Requests for Kerrfest 2017. On going process.

Met with Town Finance Staff on Budget, Audit, Capitalization, new commercial property, etc.

Submitted to Town Event Dates for Kerrfest & Tree Lighting

Application for Raffle/Lottery License to Town of Oakville for Kerrfest ( in process)

Sent out Email regarding Lakeshore Bridge Closure

**Motion** to receive reports made by Cathy, second by Allan. **Motion Passed.**

**New Business:**

Discussion ensued on new and closed businesses within the BIA.

**Motion** to adjourn made by Cathy, second by Allan. **Meeting Adjourned**

**Next Board Meeting**

**Thursday, February 23, 2017 TBA**