**MINUTES**

**Kerr Village BIA Board Meeting**

**January 24, 2019**

**8:00AM**

**Kerr Village BIA**

**B-363 Kerr Street**

**Oakville, ON L6K 3B9**

Present:

Doug Sams, Executive Director

Dean MacLean, Chair

Noel Lourenco

Bob deHoog

Chris Stadnik

Brett Warren

Dr. Theresa Bankey

Don Wilson

Terry Hutchison

Ray Chisholm

Proxy:

Regrets: Dave Walsh, Robert Nashat, Steve Clayton,

Meeting called to order by Dean MacLean at 8:10am

Minutes: Doug Sams

Guests: Guests: None

Pecuniary Interests: None

Adoption of the Minutes: Nov 22nd moved by Chris second by Theresa

**COMMITTEE REPORTS:**

**Development:**

Ray gave a report on property at 131 Kerr Street

No other applications are in at this time

Discussed the Kerr Street underpass project

Ray mentioned that old Downtown light standards may be brought to Lakeshore Rd W. Town will do cost analysis.

**Finance:**

The budget will be presented at the next board meeting. It was noted that the annual audit will take place at the end of the month.A 2.5% increase is being recommended.

**Communications:**

YR Marketing plan was discussed and the how much money should be spent on a plan.

Website was brought up and what needed to be improved.

Also discussed about what needs to be marketed.

Discussed about now is the opportunity to take advantage of driving traffic to Kerr Village.

Discussion ensued about the difference between marketing the business area and events.

How best to be cost effective. The events are already established.

Promotion of Kerr Village. A Gateway was discussed to designate Kerr Village.

Doug will check on status of Urban Design Gateway Project with money from the Province.

Bob discussed what can be added to the 10 year plan for Kerr Village by the Town

Also, we should meet with Visit Oakville and discuss promotion strategies.

Digital Main Street squad will be out to the businesses in the next year or two.

A meeting with Yellow Robot will be set up to receive direction from the board on Wednesday, January 30th at 7:15pm.

**Strategic Plan:**

Nothing to report

**Long Term Planning**:

Nothing to report

**Nomination:**

Nothing to report

**Special Events:**

Discussed an event on June 22nd to promote the area.

**Street Scaping:**

Nothing to report

**Sponsorship:**

Nothing to report

**ED Report:**

Accountant, Jim Oates monthly office visit Jan 8th

Submitted Application for Canada Summer Jobs- Deadline Fri Jan 25th

Attended Digital Marketing Made Easy workshop

Preparations for Audit end of Feb

Met with MP Stephen Crawford

Submitted Celebrate Ontario Application

Met with Sponsorship Company Re: Kerrfest

Met with YR re: Kerrfest

Logistics Meeting Re: Kerrfest

Best day for June event is the 22nd

Attended OBIAA Board Meeting

Assisted with setting up local meeting for Digital Mainstreet

Successful on Award with Digital Mainstreet Street Team

Attended Liveable Oakville Sub Committee Meeting

Removal of Wreaths and Tree Ornaments & Lights.

Have secured video board enhancement for Kerrfest

Met with Special Events Committeee

Problem solved some garbage situations

Fielded calls from Merchants on Digital Main Street Grant Program

**New Business**

Motion to adjourn made by Donnie, second by Chris, motion passed. Meeting Adjourned

Next Board Meeting

Thursday, February 28th, 2019 at 8am