**Kerr Village BIA Board Meeting**

**Minutes**

**Thursday, May 26, 2016**

**Kerr Village BIA Office**

**B-363 Kerr Street**

**Present:**

Doug Sams, Executive Director

Dean MacLean, Chair

Dr. Brett Warren

Terry Hutchison

Cathy Duddeck

Don Wilson

Janis Smith

Chris Stadnik

Dave Walsh

**Absent:** Robert Nashat, Allan Kowall, Steve Clayton

**Minutes:** Doug Sams

**Regrets:**

**Proxy:**

**Guests:**

**Dean MacLean called the meeting to order at 8:10am**

**Pecuniary Interest: None**

Adoption of Minutes from April 28, 2016 Moved by Dave, second by Cathy, passed.

**COMMITTEE REPORTS:**

**Communications**

Chris explained he reasoning for the process of recommendation and selection of the Marketing Company.

The board had a discussion for the process of sub committee and direction and how the process should evolve.

It was recommended that we use Town of Oakville Template for a committee by Cathy. She will forward template to Doug. By doing this it is much easier to follow the mandate of the committee and board.

Dean: Discussed issues with the website and hiring a marketing company.

Chris: Talked about how you get more bang for your buck from a marketing company and what the process is.

Don: Suggested we use marketing company for Kerrfest and see how it goes and then go from there as far as retaining a company. Kerrfest would be a test event for the company.

Terry: Concurred with Don as far as using Kerrfest to see how it would go with a marketing company.

Concerns were brought up about website and were conveyed by the board on a few issues and were discussed.

Dave: Also expressed that we should try marketing company on a trial basis.

Janis: Would advocate for not doing retainer and would like to do a contract on an event by event basis.

The question was brought up about receiving monthly reports from the Marketing Company if they were retained.

Chris: We will plan a workshop for all parties involved in order to put a plan on the table.

Discussion continued about Marketing Company and how best to work an ideal payment structure (model) and evaluation.

**Motion** by Cathy, second by Chris, for a yearly contract of $1200 per month for a marketing company (Yellow Robot). **Motion passed**.

Chris-talked about a videographer for all of our events, and had sent out an RFP, it would be $4,000 for the year, and broke down the proposal and itemized cost

**Motion** by Cathy and second by Dean to hire videographer $400 per year total (Black & White). **Motion Passed**

Chris-Based on RFP recommended that we hire a Photographer for all of our events, for $800 (Inger McKenzie) **Motion** made by Cathy second by Dave. **Motion Passed**.

**Special Events**

Dave-Had events committee meeting the previous week. Gave a report on bands for Kerrfest and what some of the options might be and who would draw. Gave a list of bands that are under consideration and threw out some of the names.

Some discussion from the board about other names and possibilities and what groups would be preferred.

Dean-Talk about set up in Westwood Park, will have fencing, etc same as last year.

Beverage tent, Kids Zone, Skateboard, Vintage Car Show all same venues.

Janis: Gave report on Market, spoke on number of vendors for each Market and needing assistance from volunteers.

Discussion about volunteers and what is needed. Also could we do a similar sidewalk Market at Kerrfest.

**Sponsorship:**

Packets have been made up.

**Street Scaping:**

Dean: Planters going up, benches are up.

Cathy: Bike corral going up.

Wheeled cart program was discussed.

Dave: Brought up bringing in a Skateboard team from the out of the area for Kerrfest and what a draw it would be.

Dean: Moved out of storage, to Old Post to store our items for free. We will have a $ savings there.

**Strategic Plan:**

Nothing to report

**Finance:**

Nothing to report

**Nomination:**

Talked about vacancy on the board and start the election process. Need to receive a resignation.

**ED Report:**

Chamber of Commerce is hosting Town Economic Update with Mayor Burton on June 2nd

Chamber of Commerce is hosting Anniversary After Hours on Wednesday, June 8

Town Council May 2nd-2016 Budgets for Business Improvement Areas were passed, as well as traffic calming on Kerr Street along the frontage of the Senior Centre-40mph with flashing yellow light.

Pilot Bike Corral Project installation begins May 27th as per council direction 2015-selected spots

Flower baskets and planters should be out anytime.

Attended Oakville Event Network Meeting at Town Hall on April 27th. (7pm)

Motion to receiver reports made by Cathy and second by Janis. **Motion Passed**.

**New Business:**

Mention of one established business relocating in Kerr Village and discussion of the opening of new businesses in Kerr Village.

Canadian Open is being held again this year in Oakville.

Parking concerns were discussed about an area on Kerr Street.

**Motion** to adjourn made by Cathy and second by Janis. **Motion Passed**.