**Kerr Village BIA Board Meeting**

**Minutes**

**Thursday, November 24, 2016**

**Kerr Village BIA Office**

**B-363 Kerr Street**

**Present:**

Doug Sams, Executive Director

Dean MacLean, Chair

Chris Stadnik

Allan Kowall

Don Wilson

Terry Hutchison

Steve Clayton

Cathy Duddeck

Robert Nashat

Dave Walsh

**Absent:**

**Minutes:** Doug Sams

**Regrets:** Dr. Brett Warren, Vice Chair

**Proxy:**

**Guests:** Dr. Theresa Bankey, Chris Lallouet

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

**Pecuniary Interest: None**

**Motion** was made to adopt the Minutes from Oct. 27, 2016. Moved by Terry second by Allan. **Motion passed**.

**COMMITTEE REPORTS:**

**Marketing/Communications**

Chris, encouraged everyone to fill out the persona for Yellow Robot to identify prospective shoppers that you would like in your business.

Also outlined advantages of doing a blog to promote our area businesses.

Chris would like to have Yellow Robot come in and do a workshop.

**Nomination:**

Two names were placed in nomination for a vacant board position and voted on. The successful candidate will have their name forwarded (along with one previous successful nominee) to the Town Clerk for council approval.

Motion to recommend to Town Council (submitted through Town Clerk) that Dr.Theresa Bankey and Noele Lorenco, be appointed to the Kerr Village BIA Board of Directors; made by Allan and second by Terry.

**Motion passed**.

**Finance:**

Allan- we will identify and add items to capitalization list through the Town. This will be discussed at an upcoming meeting with the Town Finance Department that Doug will attend.

**Development:**

Terry- compile a list of development opportunities and applications for Kerr Village. A contact list that can be used so that people will have access to information for development. Assembly of properties that can be developed. Will also look at applications that are submitted. Developers have to see the viable economic opportunity to develop.

Discussion points were also made by various people regarding the Livable Oakville Plan that is now being considered and studied in sub committee.

Cathy gave an overview of the status of different properties that are presently being developed in our area.

**Street Scaping:**

Dean: Talked about Tree Lighting and the new date. We will see how it goes and consider for next year.

Cathy: suggested we put a sign at the Tree site to advertise the Tree Lighting.

Dean: Discussed Tree Decorations moving forward and will try to obtain some type of sponsorship. The big presents make a difference, makes the tree look good. Wreaths are up.

**Special Events/Sponsorship:**

Dave: Have been working with agents to book bands for Kerrfest. Have to do it earlier this year because of the 150 Celebration. Lots of festivals and acts need to be booked early. Discussed a couple of groups that we may be able to get. Easier to get sponsorship if we can have head line acts lined up.

Added security and event enhancements were also discussed for the event.

Doug: Presented proposal that Yellow Robot would prepare and submit 10 sponsorship applications on our behalf for a nominal fee. Rationale is that we have tried to secure a company to assist in obtaining sponsorship on our behalf for Kerrfest but have not been successful. Most of them already have clients in place and are reluctant to take on new events and or clients.

Cathy: Suggested that justification be written up and emailed to board.

It was also discussed that the vote be taken via email. (note that email vote was approved)

Dean: Need to identify after the New Year what events that we should do for the year.

Allan-It was noted that Ron Baker from the Burlington Car Show would like to do the Car Show for Oakville on Saturday during Kerrfest. He also has his own vendors that are related to the Car Show.

Chris from Yellow Robot was asked what they would like to accomplish in the upcoming year.

He mentioned digital strategy and especially promoting upcoming events. Stressed that everyone needs to utilize and fill out the persona tool. Talked about the benefits of the strategy.

**Long Term Planning:**

Nothing to report at this time.

**Strategic Plan:**

Nothing to report at this time.

**ED Report:**

Attended Oakville Town Council Sub Committee Growth Plan Review-Nov 1

Completed Submission Celebrate Ontario Grant Re: Kerrfest (Due Nov 8)

Attended Oakville Town Council Meeting-Nov 14

The Boot Social Pizzeria is now open

Writing OLG Grant Re: Kerrfest

Attended Development Committee Meeting

Sat Nov 12 Supervised Wreath Installation and Tree Lights Installation

Volunteered for Santa Claus Parade on Nov 19

Grand Opening Justino’s Sat Nov 26th –Ribbon Cutting 1pm

**New Business:**

Holiday Open House will be held Friday December 9, 5-7pm, at the Kerr Village BIA Office.

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

**Next Board Meeting**

**Thursday, January 26, 2017**