**Kerr Village BIA Board Meeting**

**Minutes**

**Thursday, October 27, 2016**

**Kerr Village BIA Office**

**B-363 Kerr Street**

**Present:**

Doug Sams, Executive Director

Dean MacLean, Chair

Dr. Brett Warren, Vice Chair

Chris Stadnik

Allan Kowall

Don Wilson

Terry Hutchison

**Absent:** Steve Clayton, Cathy Duddeck, Robert Nashat, Dave Walsh

**Minutes:** Doug Sams

**Regrets:**

**Proxy:**

**Guests: None**

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

**Pecuniary Interest: None**

**Motion** was made to adopt the Minutes from Sept. 22, 2016. Moved by Allan second by Terry. **Motion passed**.

**COMMITTEE REPORTS:**

**Long Term Planning:**

Nothing to report

**Sponsorship:**

Doug- We have been actively seeking a sponsorship fund raising person and have been working to identify individuals who would be interested in the position. Have received some recommendations from Yellow Robot. Once a qualified person is identified would present their credentials to the Special Events Committee and the Board.

**Communications:**

Chris gave a report on Yellow Robot, future projects, direction, hours and cost. For Kerrfest YR put in hours on graphics (poster, editing, banners, marketing) etc that are covered in monthly cost and we would not have to pay an hourly cost for. In the long run this saves us money. After discussion with YR it was recommended that we utilize blogs. We need to provide our personas to tour Marketing Company so that they can develop an avatar for our area. We need to provide the information. The persona link will again be sent out to the board.

It was discussed how blogs could be effectively utilized. YR will come up with a template that can be effectively utilized. The information and key words on the blog through the website would then draw people to our businesses. Also working on a digital survey to gather information.

The main work right now would be from a marketing perspective.

Point was made that we should give YR a year to see results and true effectiveness.

Discussion ensued on what we are getting in return, cost, marketing, etc.

It was brought up that we need to Market our Lakeshore area with regards to the Bridge closing that is going to occur next year.

YR will be invited to the next board meeting (Nov 24) for an update and Q & A.

**Special Events**

Tree Lighting Ceremony was discussed which is scheduled for Friday, December 2nd.

For the future some type of Christmas Market should be considered for the day of the Tree Lighting. Also was discussed what type of acts should be considered.

As per Allan- He and Doug met with Ron Baker from the Burlington Car Show. Ron has offered to bring his high end car show to Kerrfest along with vendors that our specific to his car show to Kerrfest. (exotic cars that are curated for the show) Ron would provide all support and run it. This show has been a very good show and he would like to do a second one.

**Nomination:**

Dr.Theresa Bankey was nominated for one vacant board position (Dean & Allan), was moved by Allan and second by Terry. Motion passed. Unanimously voted in by those present as a board member.

One position still remains vacant.

**Finance:**

Budget was discussed regarding Tree Lighting (2016), Kerrfest, Banners & Lighting (2017)

**Development:**

Terry- there will be meeting next Tuesday.

**Street Scaping:**

Discussion was made about new banners for 2017. They would need to be put up in the Spring.

Type of banner (spring or winter) to be considered by the board in the near future.

**Strategic Plan:**

Nothing to report at this time.

**ED Report:**

Visit Oakville Meeting

Visit Oakville AGM

Attended Town Council Meeting

Attended Sub Committee Growth Plan Review

Chamber of Commerce Small Business Week Breakfast

Hosted Parking Laison Meeting

OBIAA Board of Directors Meeting (governance training)

Met with Ron Baker re: Car Show & Vendors (Burlington Car Show)

Met with our new constable Harjeev Brar through Matt Baker

Process of filing out form for Raffle & 50/50 License re:Kerrfest

Writing Celebrate Ontario Grant (Due Nov 8)

Received Sponsorship Kit (Yellow Robot)

Talked with a person re: sponsorship fund raiser

Christmas Tree Lighting Schedule-Dec 2 (worked on all facets- Nov 12 Wreath Instal and Tree decor)

Santa Claus Parade Nov 19

Opening: The Boot (this weekend?) & Grand Opening Justino’s (Nov 26th)

**New Business:**

Motion to go into camera made by Dean and second by Chris. **Motion Passed**.

Motion to go out of camera made by Terry and second by Chris. **Motion Passed**.

Motion to follow direction made by Terry and second by Chris. **Motion Passed**.

**Motion** to receive reports made by Terry second by Chris. **Motion Passed**.

**Motion** to adjourn made by Terry second by Chris. **Motion Passed**. **Meeting Adjourned**

**Next Board Meeting-Thursday, November 24, 2016**