**Kerr Village BIA Board Meeting**

**Minutes**

**Thursday, September 22, 2016**

**Kerr Village BIA Office**

**B-363 Kerr Street**

**Present:**

**Doug Sams, Executive Director**

**Dean MacLean, Chair**

**Dr. Brett Warren, Vice Chair**

**Chris Stadnik**

**Dave Walsh**

**Allan Kowall**

**Cathy Duddeck**

**Don Wilson**

**Absent:**Steve Clayton, Terry Hutchison

**Minutes:** Doug Sams

**Regrets:**

**Proxy:**

**Guests: None**

**Dean MacLean called the meeting to order at 8:15am**

**Pecuniary Interest: None**

**Motion** was made to adopt the Minutes from August 25, 2016. Moved by Brett second by Chris. **Motion passed**.

**COMMITTEE REPORTS:**

**Sponsorship:**

As noted everyone on the board is responsible for sponsorship.

Brett: Asked question about survey that was given at Kerrfest. Survey was taken with ipads at Kerrfest for first time through the volunteers. We would like the numbers to be higher.

For 2017 it will be recommended that we hire a company to do survey as long as there is money available in the budget.

Need a point person to work sponsorship for the 2017 event.

Attendance numbers were good, counted 11,500 Friday and 6,800 on Saturday.

Robert brought up the Kerrfest event date, it was discussed if there was another preferred date. It was pointed out that that this was best weekend. Outdoor events are at the mercy of the weather. First weekend after Labour day is a preferred date as everyone is back in area.

A couple of concerns about noise complaints from the event were raised and discussed.

Condition of the Park during and after the event was discussed.

**Special Events**

There was discussion and critique of Kerrfest, all in all it was agreed that the event was successful.

A confidential item was brought up that needs to be addressed.

Feed back on Kerrfest was very positive from the public.

Because of the growth of the event there needs to be more of a security presence with the bigger crowds.

Cathy brought up we probably need to survey the merchants to get feedback on the event.

Allan brought up that while foot traffic the day of the event might be good we are hoping that people will return to the area to shop.

There was discussion about the various venues of the event and what was successful and what was not.

Music venue was very successful.

Kid Zone and Skateboard was busy.

Car Show was not well attended because of weather. Also it was pointed out that there was no fee this year and when the weather turned bad there were a lot of no shows.

Donnie brought up and discussion ensued about how Road Hockey might fit into the event. Also other activity that could take place on another side street were discussed.

Dean-Bringing back Conklin amusement rides up at Oakville Commons was discussed as well as having the Market to have activity starting at Speers and continuing to the Lakesore.

Special Events committee needs to meet and discuss options before the end of the year.

Brett brought up that whatever is decided it needs to fit our budget and the strategic plan.

Dave brought up that on Sat we could spread the music headliners throughout the day.

Brett brought up that that would work well especially for vendors at Dinner time.

Beverage options were discussed and what we should do moving forward. The Special Events committee will meet and make a recommendation.

It was encouraged that everyone is welcomed to attend the Special Events Meeting.

**Communications:**

Will be meeting with Yellow Robot about how we can boost Kerr Village. Chris welcomed feedback on the Communication side.

There was discussion that we make sure we are getting the most out of our agreement with YR, especially for the rest of the year.

It was discussed that the Marketing has to continue especially with the Oakville Bridge under construction. Have to inform the public that the businesses are open.

It was also discussed that effective marketing for events starts with spreading the word and the merchants & people being engaged. No matter what you do there is nothing that is full proof in spreading the word.

Chris will be meeting with Yellow Robot to outline a plan of action moving forward.

How many email addresses are needed for board members. We need to streamline them.

**Nomination:**

Cathy has two names who are interested in the board and their names can be placed in nomination at the appropriate time.

The Town Clerk has been notified of the two openings and it has been posted on our website.

If possible the two names should be placed in nomination at the same time.

**Finance:**

Dean gave a brief report on financials. Waiting for everything to clear on Kerrfest.

Financial allocations were discussed re: budget.

**Development:**

Allen- brought up tracks and that they are getting rough again.

Cathy said CN is responsible for the tracks.

Discussion took place regarding the condominiums on Shephard Rd.

**Street Scaping:**

Nothing to report other that we have been approved for a Façade Improvement Grant and to clarify the committee is recommending option 2. (confirmed via past email)

**Strategic Plan:**

Discussion took place regarding a 3-5 year plan and what the sub committees should do to accomplish the goals of the strategic plan.

**Long Term Planning:**

Nothing to report

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**ED Report:**

Submitted Ontario 150 Celebration Grant Application on Sept. 2nd

Worked and prepared for Kerrfest.

Meeting with Horticulture Parks and Open Spaces to discuss 2017 street beautification

Attended Town Council Meeting Monday Sept. 19. Note that the Oakville Bridge construction on Lakeshore Rd will commence sometime in January 2017 and continue through December 2017. Expected to be completed before Christmas. Additional updates and information to be provided through the Town. Expect to receive further

information from Dan Cozzi at an Oct 20 meeting.

Other business-Women of Halton Action Movement

**New Business:**

No new business

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

**Motion** to adjourn made by Robert second by Brett. **Meeting Adjourned**