**Present:**

Doug Sams, Executive Director

Dr. Brett Warren, Vice Chair

Mike Marner, Treasurer

Councilor Pam Damoff

Councilor Cathy Duddeck

Chris Stadnik, Communications Chair

Terry Hutchison, Strategic Plan Chair

Allan Kowall, Sponsorship Chair

Janis Smith

**Minutes:** Kayley Marner

**Regrets:**

Dean MacLean, Chair

Dave Walsh, Special Events Committee Chair

**Absent:**

Steve Clayton

Don Wilson

Dr. Robert Nashat

**Guests:** None

**Dr. Brett Warren calls the meeting to order at 8:07 AM**

**Pecuniary Interest:** None

Moved by Dr. Brett Warren

That the minutes from November 13, 2014 board meeting be approved.

Seconded by Mike Marner

***All in Favor***

***Motion Carried***

**Subcommittee Reports**

**Communications- Chris Stadnik, Committee Chair**

Chris: The SEO campaign is supported by Google Analytics. The process has been started, but will take three to four weeks. A communications committee meeting will be scheduled soon.

Brett: I look forward to viewing the results from the Google analytics to see what kind of traffic our website is drawing.

Chris: Asks the board members to add their bios to the website as soon as possible.

**Special Events- Doug Sams, Executive Director (On Behalf of Dave Walsh)**

Doug: We have sent an offer sheet out to Jim Cuddy. If he is to accept we will come to the board to ask for approval.

Brett: Asks about feedback on cancellation of 3on3 tournament

Chris: I have received some disappointing responses, so I would like to look into doing other fun events in Kerr Village. Suggests an outdoor skating rink.

Cathy: We are looking into adding an outdoor skating rink to Oakville Arena around 2017.

Doug: Pam and I met with the Engineering and Construction Department of the town regarding the dates of our special events. We have the dates for Kerrfest and the Christmas Tree Lighting reserved. We would like to piggyback the Christmas Tree Lighting on the Santa Claus Parade. The event would be held in the afternoon as soon as the parade ends. We want to keep people in the area for a longer period of time.

Terry: Asks what time of day the musical acts would perform for the tree lighting.

Doug: Mid to late afternoon

Pam: The stores will be open this time during the tree lighting so we are hoping that this will benefit the local merchants. We are offering a full day of holiday activities for local families.

Doug: I have also reserved dates for a spring sidewalk sale and a summer sidewalk sale. We can amend the type of event or cancel it all together, but we needed to get the dates reserved as soon as possible.

**Finance- Mike Marner, Treasurer**

Mike: The accounting department of the Town of Oakville met with our bookkeeper to go through our reports to do a pre-audit before our auditors come in. So far the accounting department has been happy with our financials so we are anticipating a smooth audit. I will submit the year-end financial statements to all board members this week so that at the next board meeting members can ask any questions that they may have.

**Streetscaping- Doug Sams, Executive Director (On Behalf of Dean MacLean)**

Doug: I am meeting with forestry specialists early this afternoon to look into the possibility of putting lights in the trees. We are starting to receive RFPs and there is a timeline in which the lighting has to be done. I will provide more details about this during our next meeting. This would be pending budget approval. I am also receiving quotes for ornament/aluminum lighting on Lakeshore and Speers.

Doug: In the future we may want to consider taking our banners down in the winter because the weather conditions have been an issue for the banners this season.

Doug: The Christmas tree and wreaths have been taken down.

**Nominations- Allan Kowall, Co-Chair; Cathy Duddeck, Co-Chair**

Cathy: Once we have a date scheduled for the AGM we will have to do some review and submit a formal report

Allan: An AGM date needs to be set soon so that we can meet the nominations deadlines.

Doug: Dean has been in touch with the Mayor of Oakville regarding his availability to chair the meeting.

Cathy: I will follow up with that.

**Long Term Planning: Cathy Duddeck**

Cathy: Pam and I have been working with West Harbour Residents regarding 42 Lakeshore Road West. We have met with the real estate agent responsible for the property. We will be requesting a report regarding the status of the tree and the house and lay out our options with the heritage department and zoning and bylaws before going forward.

Cathy: Pam and I will be meeting with the Transportation Department regarding the underpass on Speers Rd. and the associated delays with that.

Terry: 371 Kerr is going to be demolished soon, the property will then be fenced in a reasonably attractive way.

**Development- Allan Kowall, Co-Chair; Terry Hutchison, Co-Chair**

Allan: We will be holding our meeting next week.

**Strategic Plan: Terry Hutchison**

Terry: I would like to discuss the J.C. Williams report before we look at our strategic plan. Many of the elements of the report overlap with our strategic plan. I would like to discuss the elements of the report with the board.

Pam: I was speaking with the Economic Development Department of the Town of Oakville and we have decided it would be more beneficial to host a workshop with the J.C. Williams group with the board of directors so that we can discuss it and amend it to fit our purposes before designing our strategic plan around that.

Terry: We need to recognize the objectives that the report presents for Kerr Village.

Pam: Kayley will send out an online invitation to the board so that the board can choose the dates that work best for in order to set a date for this workshop as soon as possible. Then Cathy and I can work on reserving a room at town hall.

Chris: Suggests meeting as a board before attending the workshop with the J.C. Williams group

Doug: The report is not finalized; the J.C. Williams group is looking for information from us to finalize the Kerr Village action plan.

Pam: It would be beneficial for the board to meet with the J.C. Williams group first.

Mike: I believe that the report will assist us in creating our budget so that we have a better idea of what the survey indicates we should be allocating our money to going forward.

**Sponsorship: Allan Kowall**

Allan: I have sent some sponsorship packages out, but have not received sponsorship contacts from the board.

Pam: We have all been working on acquiring sponsorship dollars.

Chris: I have acquired one silver sponsor.

Doug: Kayley has applied for a Canadian Heritage grant for the festival. We are hoping to hear back soon.

Pam: Oakville Hydro is interested in sponsoring, I have approached several others as well.

Doug: I will approach the Fortinos contact in person.

Chris: We will send the sponsorship package out to all merchants and post it on our website.

Doug: I have approached five breweries about sponsorship for the libation tent of Kerrfest.

Chris: Allan should be copied in on all sponsorship e-mails.

Allan: I have approached Molsons, AIC, and Manulife.

Allan: I know that Dave has sent out some sponsorship packages.

Chris: Kayley will maintain a master list of all sponsorship contacts to avoid confusion and multiple contacts to the same potential sponsor.

**Merchant Engagement**

Doug: Sunny Foot Spa is a new Kerr Village business. It has been added to the website and received welcome flowers from us. Nostaliga Latin Market hosted on event last weekend that I attended. Nino’s had a 2 minute feature on CHCH to promote the Taste of Oakville that I attended as well.

Doug: The merchants of the month will be updated on February 12th.

Motioned by Brett Warren

To receive the sub-committee reports

Seconded by Mike Marner

***All in Favor***

***Motion Carried***

**New Business**

Allan: Asks if it possible for the Town of Oakville to remove the snow on John Street between Kerr and Wilson as it is a safety issue.

Doug: I will inquire with the Town of Oakville about that.

Moved by Brett Warren

That this meeting be adjourned

Seconded by Terry Hutchison

***All in Favor***

***Motion Carried***

**This meeting was adjourned at 9:14 AM**

**Next Meeting/ February 19th, 2015/ To be confirmed**