**Present:**

Doug Sams, Executive Director

Dean MacLean, Chair

Janis Smith

Dr. Brett Warren

Mike Marner, Treasurer

Councilor Pam Damoff

Chris Stadnik, Communications Chair

Terry Hutchison

Allan Kowall, Sponsorship Chair

Dr. Robert Nashat

Dave Walsh, Special Events Committee Chair

**Minutes:** Kayley Marner

**Regrets:**

Don Wilson

Steve Clayton

Councilor Cathy Duddeck

**Absent:** None

**Guests:**

John Archer, J.C. Williams Group

Victoria Stasiuk, Town of Oakville Senior Economic Development Officer

**Dean MacLean calls the meeting to order at 8:07 AM**

John Archer from the J.C. Williams Group presented the Kerr Village BIA Retail Study and Kerr Village Action Plan to the Board of Directors.

**Pecuniary Interest:** None

Moved by Dr. Brett Warren

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

Seconded by Janis Smith

***All in Favor***

***Motion Carried***

**Subcommittee Reports**

**Communications- Chris Stadnik, Committee Chair**

Chris: Will be calling a communications committee soon. SEO campaign delayed. Website optimization is waiting on budget presenation. Have been in contact with several candidates to receive quotes on the web optimization. First need an idea of how much money can be put into this project before going forward.

Dr. Brett Warren: Asks abut Google Analytics on the Kerr Village website.

Chris: I have yet to receive any reports from Google, even though the analytics service is in our campaign. I will look into that.

Moved by Chris Stadnik

That the Kerr Village board of directors agree to the initial setup costs for website optimization.

Seconded by Dr. Brett Warren

***All in Favor***

***Motion Carried***

Chris: We are billed monthly to use our Kerr Village e-mail accounts. If you have yet to set up your Kerr Village e-mail, please do so as soon as possible. Kayley has all the information to assist you with this or can activate it for you personally.

Chris: There are also board member biographies that have yet to be completed. Please do this as soon as possible and send to Kayley or myself to put on the website.

**Special Events- Dean MacLean, Board Chair**

Dean: Asks if the board wants to continue with the 3 on 3 Hockey Tournament going forward. It has received negative feedback by some of the merchants in the past.

Allan: It is difficult to cancel an event for one year and then try to bring it back. Suggests either eliminating it altogether or preserving the event.

Dave: I do not believe we have enough time to do the event properly. We have not built it properly in the past and I think we should take a break from it for a year to see what else we can do.

Chris: I know that the event is enjoyed by those that attend, but it is not assisting the merchants as we would like.

Janis Smith: I would like to look into doing other events this year.

Moved by Dean MacLean

That the 3 on 3 Hockey Tournament be replaced in 2015 by smaller events that focus more on engaging the merchants of Kerr Village.

Seconded by Mike Marner

***All in Favor***

***Motion Carried***

Dave: I have been in contact with talent agencies regarding acts for Kerrfest 2015. Have been looking into having a headliner act to perform on the Friday night and then smaller acts the next day to focus more on the street event itself, followed by a headliner act in the evening. I need to have a better idea of the Kerrfest budget before I can go forward, but I need to do this as soon as possible before the availability of the acts expires.

The board discussed charging admission for Kerrfest. After discussion it was decided that Kerrfest should remain a free event.

Dean: We will need to put more time and effort into securing sponsorship dollars in order to make Kerrfest the event we want it to be.

Chris: Asks about the Kerrfest dates

Doug: September 11th-12th, 2015. The dates have already been requested.

**Finance- Mike Marner, Treasurer**

Mike: Our accountant is coming in on Monday January 19th along with a representative from the Town of Oakville Finance Department to finalize our financial statements for the end of our fiscal year. I have received our 2015 proposed budget and as soon as I receive the finalized financial reports I will tweak the budget as necessary and send a copy out to each of you for your input. I will be asking the board to use some of our reserve to cover our current expenses until we get our installment from the Town of Oakville. As soon as that installment is received I will allocate that money back into the reserve.

Moved by Mike Marner

That some of the reserve amount be used to cover current expenses until the Kerr Village BIA receives its first installment from the Town of Oakville.

Seconded by Terry Hutchinson

***All in Favor***

***Motion Carried***

**Streetscaping- Dean MacLean, Chair**

Dean: Everything has been ordered for 2015 from the Town of Oakville. Last year’s streetscaping projects were very well received so we will maintain our current streetscaping practices going forward.

Doug: The wreaths and lights will be taken down on February 1st, 2015.

Dean: Our lights and wreaths have always been stored offsite by Artisan Streetscaping, but we currently have our own storage locker. We are going to ask Artisan Stretscaping to store our wreaths and lights in our storage locker.

Allan: Asks if the Kerr Village BIA storage locker is a safe environment for the wreaths and decorations.

Dean: I will look into that.

Dean: There was graffiti on one of our banners and some banners had been torn. Those banners were promptly replaced.

Chris: I do not believe the colour shows up very well. Going forward we should look into doing a more eye-catching colour.

Dean: We will revisit that in the fall.

Allan: Asks about lighting on Lakeshore Road.

Doug: We would have to look into aluminum lighting for Lakeshore.

Dean: We will get a quote from Artisan Streetscaping about extending our lighting on to Lakeshore Road.

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

Allan: We currently have a full board, although we have to target our AGM and get out the notices so that anybody who wants to be on the board can get his or her application submitted on time. We need to decide on a date for our AGM.

Dean: I have been in contact with the Mayor of Oakville on that. We are looking into March or April.

**Long Term Planning: Cathy Duddeck**

Deferred until next meeting

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

Terry: Our committee will be meeting within the next couple of weeks. We will be using a lot of information from the J.C. Williams report as a base.

**Strategic Plan: Terry Hutchison**

Terry: The J.C. Williams report has provided a summary of what the strategic plan committee should be focusing on in 2015. We will be revisiting this soon.

**Sponsorship: Allan Kowall**

Dean: We need to form a team for sponsorship, especially since it will be crucial for our special events this year.

Dean: Asks if there are any volunteers to assist with sponsorship.

Pam Damoff, Chris Stadnik, Dr. Robert Nashat and Dean MacLean volunteered.

Chris: Asks for update on sponsorship.

Allan: We will be calling a sponsorship meeting for next week.

Allan: By next week I will need contacts of the people we are going to approach for sponsorship.

Chris: Kayley will contact the Town of Oakville to procure a list of Oakville businesses with greater than 100 employees to be provided at the meeting next week.

Dean: The sponsorship committee will be meeting Monday January 19th at 9:00 AM at DK Consulting.

**Merchant Engagement**

Doug: We are keeping track of our new business openings, our new merchants of the month, and more website additions. We are encouraging more merchants to put special offers on the website. We are being proactive in engaging the merchants on the website.

Motioned by Dean MacLean

To receive the sub-committee reports

Seconded by Dave Walsh

***All in Favor***

***Motion Carried***

Moved by Dean MacLean

That this meeting be adjourned

Seconded by Mike Marner

***All in Favor***

***Motion Carried***

**This meeting was adjourned at 9:30 AM**

**Next Meeting/ February 5th, 2015/ To be confirmed**