**Present:**

Doug Sams, Executive Director

Dean MacLean, Chair

Dr. Brett Warren

Terry Hutchison

Mike Marner

Cathy Duddeck

Don Wilson

Robert Nashat

Janis Smith

Chris Stadnik

Allan Kowall

Steve Clayton

Dave Walsh

**Absent:** None

**Minutes:** Doug Sams

**Regrets:** None

**Proxy:**

**Guests: None**

**Dean MacLean called the meeting to order at 7:45am**

**Pecuniary Interest: None**

Adoption of Minutes from Dec 17, 2015 Moved by Mike , second by Chris , passed.

**Subcommittee Reports**

**Communications/Sponsorship**

Chris-Google ad words project. Wants to move forward with the google ad works. Content when key words are searched on google. Generate a contact list, person can put in their information for a discount.

Initial cost expensive, 2,000-1,500 per month to start. Can limit how much is spent. We can see what people are clicking on.Put upper limits high to start with and then put lower limits per month. It is a big pull.

Brett: Do we need to visit the businesses for this project?

Chris: Maybe down the line. We can see how many businesses are getting the clicks. Maybe use email.

Cathy: Question about data.

Chris: Google ad words you can look at person’s ad words and see where they wanted to go. Data gathered from Web searches.

Cathy: Have we thought about having a workshop to learn how to use intranet, google, etc. Our role is to help them foster something in their business. Is there something the BIA can help you with.

Mike: Oakville Chamber did a social media workshop.

Chris: Our job is to get people into Kerr Village.

Cathy: Maybe we have to start at the basics.

Dean: Merchants who do not have intranet

Chris:

Cathy: Who would take advantage of google ad words.

Don: Workshop

Cathy: We need to do the workshop.

Chris: Why we should do this.

Cathy: Our community is different from a lot of BIA’s.

Chris: Website contact information.

Cathy: Opportunity to give them the intranet tools.

Chris: How we get the information going

Cathy: Merchants who need assistance.

Brett: Google ad words express. Could use that to see where we are headed to.

Chris: Wants to generate leads from the net. Put forward a vote for google ad words. 1500-2000

Cathy: Question in principle.

Terry: Do we need some time to think things through. Maybe we need to vote at the next meeting.

Don: We can still do the workshop.

Cathy: Do we have hard data. Can we get the information before the next week.

Allan: We have a lot of small businesses. Google ad words is very good.

Cathy: Demonstrate validation.

Dean: Do we take a month.

Brett: Budget for marketing

Chris: Allocation of funds

Dean: All sub committees are going to put forth their budget. Allan and Mike will break it down.

Allan: Need to present budget at next board meeting.

Chris: Communications will have final say on all advertising. Make sure message, branding is consistent. Want to make sure it presents Kerr Village. Be consistent with graphic, printing, photographer and video.

Continuity. Talked about the face book issue.

Janis: Explained why we had to have Kurt Ville for the Kerr Village BIA facebook page.

Chris: Have a social media marketer. Banners need a change in them. A brighter banner with a tag line.

Tag line, find yourself in Kerr Village, is not very excited about.

Cathy: Agreed not the best tag line

Chris: Tag line is a bit dated. That is it for communications.

Cathy: Point well taken about budget. Community expense should be taken out of Kerrfest. Look at true cost of event.

Janis: Overlap of budget is a concern.

Chris: Will prepare RFP

Cathy: Talked about approval process

Motion to go in camera made by Cathy and second by Chris. Motion Passed

Motion to go out of camera made by Cathy and second by Dave. Motion Passed.

Motion by made by Kathy and second by Terry that board chair will take direction regarding matter discussed in camera. Motion Passed.

Motion to adjourn and continue meeting at next date due to time constraints made by Cathy, second by Dave. Motion passed.

Note: that board did travel down to view proposed office location after the meeting was adjourned at B363 Kerr Street.