**Present:**

Doug Sams, Executive Director

Dean MacLean, Chair

Allan Kowall, Past Chair

Steve Clayton

Robert Nashat

Mike Marner, Treasurer

Councilor Cathy Duddeck

Don Wilson

Terry Hutchison

Dave Walsh

**Minutes:** Kayley Marner

**Regrets:**

Chris Stadnik (proxy)

Janis Smith (proxy)

Dr. Brett Warren (proxy)

**Absent:** None

**Guests:** None

**Dean MacLean calls the meeting to order at 8:10 AM**

**Pecuniary Interest:** None

Moved by Dave Walsh

That the minutes from May 29, 2014 board meeting be approved

Seconded by Terry Hutchison ***All in Favor***

***Motion Carried***

**Subcommittee Reports**

**Communications- Doug Sams, Executive Director**

Doug: Kayley and I attended an online seminar with Backbone Technology yesterday. Kayley has been updating the information on the website and adding new articles on a regular basis. The two of us have been working on visiting the merchants to educate them on the new website as well as updating contact information and taking a survey. This is a slow work in process as we have been making calls to book appointments and this is a very busy season for our merchants.

Dean: This merchant engagement program is also very helpful for merchants that do not own computers as Kayley is able to edit their business listing on their behalf and show them what the website looks like on an iPad.

Doug: During these visits we have also been taking photos of the different businesses and putting them up on the Kerr Village Facebook page. This is a long process, but we feel it is really helping to improve our engagement with the merchants of Kerr Village.

Doug: The video shoots are going well. Janis has been sending us behind the scenes photos of these shoots and says the response has been great. If these first videos are successful we will look into doing more.

Doug: Advertising in snpad Oakville has also been very popular. We have been very impressed with the outcome of our Kerr Village section. The Bronte BIA has followed suit and has also put in a two-page spread, nearly identical to ours. We have been told the Downtown BIA is to follow.

Doug: Attended the WRRA picnic last week and they were very pleased with the gift baskets and prizes we donated.

**Special Events- Dave Walsh, Committee Chair**

Dave- Everything is going well for our Kerrfest Fall Festival. We have secured our main stage act and are looking at securing a second one. We put in a bid yesterday.

Doug- We talked about getting small carnival rides. Konklin shows charge $1,500 per ride. We will have to pay an extra $650 as they have to bring their own generators. I will talk to our contact about whether or not we are able to keep the ticket revenue. We are currently looking at what kinds of rides would be available.

Cathy- Suggests using inflatables

Dave- We don’t want the novelty to wear off too quickly. We want to strategically place things to make it an all day event. In terms of the food trucks we suggested in our subcommittee meeting, they were only a floater idea. We just don’t want attendees to leave to get food and not come back. We want them to come and stay for the full day.

Cathy- We need to offer our merchants the first right of refusal and if there is no take then we can look for other options.

Allan- Boffo’s has already offered to do something for the beer tent

Cathy- You should also look at asking The Lion’s Club and Kiwanis instead of bringing in food trucks and outside sources. They would do a BBQ and bring their volunteers. But we must still give our merchants first right of refusal.

Dave- We are working on the vintage car show

Allan- I am in e-mail contact with four classic car clubs

Dave- We are having the main stage at Lakeshore and Kerr and are having another one by Heritage park, between Florence and Stewart.

Cathy- If we have a popular stage act there will be overflow so we have to bring in a big influx for crowd control. We have to talk to the police about getting some auxiliary officers.

Dean- I have spoken to Matt Baker about this and he is looking into it. We are also looking at shuttle carts to bring people from Lakeshore to Florence and Stewart as we are not able to close the entire street

Allan- We want to make sure everyone has exposure to as much of Kerr Village as possible

Cathy- Asks if Westwood Park will be used

Doug- Yes, but only for small scale attractions.

Cathy- You should talk to the Lion’s Club about bringing some of their training dogs and puppies as an attraction to put in that area.

Dave- Rotary is willing to help with the beer tent

Doug- We will order 1 port-a-potty for every expected 50 people so we will have to assess that.

Cathy- We need to organize those and acquire water stations. The Town also offers water bottle refill stations so all you have to do is ask for those.

Doug- We did put in a request for The Town of Oakville event grant.

Cathy- Asks about the buskers

Dean- It is difficult to acquire them for only one day

Allan- We will definitely be able to get a few acts

Dave- We are also looking at Circus Orange to get some performers. We will have them on the stages as well as on the streets.

Dave- The special events committee will be meeting weekly on this event.

Cathy- Asks about RFPs

Dave- We need to get our bands books and our riders done and then we will look at those. We are also trying to stay within the Town of Oakville. We are in contact with an Oakville marketing company right now that is interested in helping us.

Cathy- Asking what the $15,000 will be allocated to

Doug- We mentioned specifically in the letter what would be included at this festival, as advised by the Town Finance Committee.

Dean- We need to address the outcome of our 3 on 3 Tournament held this past May. There are some items this year that are new expenditures that will not be recurring next year. The website, the t-shirts (we got a 2 year supply), and the event coordinator.

Mike passes a copy of the financial reports from the 3 on 3 to all board members.

The expenses and revenue items were discussed.

Cathy- We had previously talked about not making this event a charity tournament as it stops the event from being revenue neutral.

Dean- Suggests that moving forward the Kerr Village BIA no longer involves charities with its events. If the event does render a surplus the board can decide if it wants to donate the money or put it towards buying something to better the event, or Kerr Village as a whole

Steve- Suggests moving the location of the venue for the 3 on 3

Dean- The Engineering and Construction Department of the Town of Oakville has talked about allowing us to close both ends of the streets and shuttling people from one end to the other

Steve- Having a beer tent takes away from the business of licensed merchants

Cathy- Moving forward we should give merchants first right of refusal to not take away from local business

Robert- In the future we have to be sure to talk to merchants before setting anything up in front of their stores. For example, the fence from the beer tent was too close to several merchants’ storefronts.

Dave- We should invest in fencing or reader boards for the 3 on 3 instead of the hay bales. We could offer advertising space to our merchants.

Doug: I have looked into that and if we get sponsors to sponsor a pad they could pay for the reader boards and advertise on them

Cathy- Asks Don and Steve to start working on securing a beer tent for next year using their contacts

Dean- We should also look into asking other licensed Kerr Village merchants to talk to their contacts

Dean- With regards to screening the World Cup soccer game we are able to get a feed from Joe’s Hair Salon, however Encore Cinemas only has a night screen so we will not be able to screen it during the day.

Cathy- Ask Nick from Canadian Sound to see if he has anything available.

Doug: I will look into it. If we do not find a day screen in time we will not be able to have the World Cup screening event.

Terry: Asks if the board has approached the merchants about their feelings on the 3 on 3 events

Cathy: We have to stress that the day of the event may not be the best for business, but it is about bringing people to Kerr Village and having that exposure

Doug: During our Kerrfest fall festival we will be encouraging our merchants to stay open later and host a sidewalk sale to better engage the people the event is bringing to the area

Cathy: Asks about a Taste of Oakville/Taste of Kerr event

Allan: The three BIAs are working on that. It will be taking place in 2015

Doug: Yellowpages approached us about doing this on July 15th. We reached out to our merchants and the only response we got was that the timing was inconvenient so we will not be doing that this year.

**Finance- Make Marner, Treasurer**

Mike: Our accountant was in yesterday to do his semi-annual financial reconciliation. He said the financial department of the Town of Oakville was impressed with our financials. They liked the layout of our budget and said it was a clean, easy audit. Jim came in the next business day after the quarter end and sent it straight to the Town to continue their good feelings towards our BIA’s budget. Because we are a non-profit we are eligible for a HST refund so we will be receiving that next week. It will help with the shortfall of our 3 on 3 as it was not revenue factored into our budget.

Dean: He will be working reduced hours as his wife is battling cancer

Cathy: We should send flowers on behalf of the BIA

Mike: Kayley suggested that as well. We will arrange that.

**Streetscaping- Dean MacLean, Chair**

Dean: All of the flowers have now been planted and they look wonderful

Cathy: We have had great feedback on the flowers

Doug: We have had many merchants and members of the other BIAs compliment our flowers and hanging baskets. Everyone has been incredibly impressed. We owe it all to the Town of Oakville. They are great at choosing what works best and what looks best.

Dean: We have two of three quotes for the new lights. We are working on getting a third quote so we can bring the financials to the board

Cathy: Asks about the banners

Dean: We are working on that as well. We have to put them up on the 1st of November.

Cathy: We should approach Artisan Streetscaping about designing new banners for us using our new branding and then we will bring it up at an upcoming board meeting

Dave: I have been approached by a merchant about getting the bike racks as soon as possible because people are chaining their bikes to the trees and the baskets

Cathy: I will talk to the Town of Oakville Parks and Rec Department about getting those as soon as possible

Dave: This merchant is also wondering about the increase in the BIA evaluation

Cathy: Many have the same misunderstanding about this. The BIA has nothing to do with that cost. The BIA cost is based on the assessment of the property. If the assessment goes up, then the BIA cost goes up proportionally It also increases the value of their asset.

Terry: Rising retail tax prices are incurring the consequent increase in the assessment cost. It has nothing to do with the BIA. One of our key advocacy issues within the next year will be to work on taxes. We will work with the Oakville Chamber of Commerce on this issue.

**Long Term Planning- Councilor Cathy Duddeck**

Cathy: 42 Lakeshore is for sale. I want to try and get 86 Kerr moving again

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

Terry: The committee will be focusing on the current tax issue

Terry: Asks when the decision on the parking issue will be made

Cathy: July 16th

Terry: I will be e-mailing out our strategic plan objectives to the BIA board members within the next couple of days and will be inviting comments from the board. We will go to each of our committees and ask for the tools they are going to use to accomplish this.

**Sponsorship:**

Allan: Met with Budds to discuss sponsoring our upcoming Kerrfest event. Will be meeting with other corporations to try and acquire corporate sponsorship.

Moved by Dave Walsh

Motion to receive the reports

Seconded by Councilor Cathy Duddeck ***All in Favor***

***Motion Carried***

**New Business:**

Mike: Looking for part time teller at FirstOntario Credit Union. 20-25 hours a week. Can progress and eventually move to a full-time position. If anyone knows anyone that’s interested please contact me.

Doug: I have given all of the board members a package that contains an e-mail from Rebecca Edgar from the Tourism Oakville Partnership regarding the ambassador program. The other two BIAs have agreed to do it. If we want to do this as well our commitment would be $2,500 to pay for staff to work at the information book. We can put it wherever we want and move it around. They will take surveys of our foot traffic. The program would start in the middle of July and go through to September. If we think it’s successful we could make it a budget line item for next year.

Cathy: Figure out a timetable of where it should be and move it around accordingly.

Moved by Mike Marner

That the Kerr Village BIA join the Ambassador Program

Seconded by Dave Walsh ***All in Favor***

***Motion Carried***

Dean: We had a sample shirt made up with the BIA logo for the BIA staff to wear at events. They are black with the logo on the front or on the sleeve. This has been prepared by EmbroidMe.

Cathy: We need three quotes. Once you have acquired those we can bring it to the board and put forward a motion.

Dave: Provides a contact to Dean for the third quote.

Dean: We had an anonymous letter submitted to the Town of Oakville. I met with Lynn Hunt, the town lawyer to discuss it.

Dean reads the letter to the board. The board had no issues at this time.

Allan: Jerry’s convenience store is hiring part time as well.

Kayley: The new website has a job posting section. If a business would like to post a position they just need to contact the BIA office by calling or e-mailing [info@kerr-village.ca](mailto:info@kerr-village.ca) and I will post it on their behalf

Dave: Suggests looking into a movie under the stars event in Westwood Park

Dean: Asks if the Kerr Village BIA has Heritage Square booked for the year.

Cathy: You will have to check with Patty Peebles from Parks and Rec.

Dean: The Town of Oakville has come up with a Code of Conduct for local board members. Everyone has received one in the package handed out at the beginning of the meeting. Please look it over

Doug: I have given the binder to all new members. We have the master copy here.

Cathy: For members who do not know how the BIA works they should know they can come up here to view the binder. We should put out a yearly book with a schedule of the events up on the website along with the code of conduct.

Don: I don’t think the World Cup screen is worth the money we are looking at spending on it. I don’t think it will attract enough people to negate the costs.

Moved by Dave Walsh

That this meeting be adjourned

Seconded by Councilor Cathy Duddeck ***All in favor***

***Motion Carried***

**This meeting was adjourned at 9:26 AM**

**Next Meeting/ July 17th, 2014/ To be confirmed**