

## Kerr Village BIA Board Members Meeting

### Minutes

Thursday April 3,2014/ DK Consulting, 118 Kerr St

Present: Dean MacLean, Chair

Doug Sams, Executive Director

Mike Marner, Treasurer

Terry Hutchison

Allan Kowall, Past Chair

Janis Smith

Robert Nashat

Dave Walsh

Chris Stadnik

Regrets: Cathy Duddeck, Counsellor

Don Wilson

Dean MacLean officially called the meeting to order at 8:20 am

Adoption of minutes from March 13 made by Allan seconded by Mike

Dean introduces Doug Sams to the board. Doug thanks the board, expresses his excitement to be part of the Kerr Village family. Talks briefly about his experience in public relations and being on multiple boards, feels strongly those skills will carry over well in his new position as Executive Director. Asks the board to please feel free to call him or come up to the office with any questions or concerns they may have.

### **Special Events-Dean MacLean, Mike Marner,**

Dean-. The subcommittee for the 3on3 has been meeting every Thursday for the past 2 months. The event is on Saturday May 3 from 12-5pm and this year the street closure will be from Florence Dr. to Stewart St. Permits are in for the liquor license. Steamwhistle, Tag Vodka, and wine rack are all on board. There will be a tent in the heritage square which will seat 45 people. There will be bands, way cool tattoo will come, Liberty tax is coming to give out balloons. Plan on having a few local sports celebrities there to sign autographs. Hoping to have 40-45 teams. We had to build a new 3on3 website, which is up and running now. This website is set up with "stripe" payment, not paypal. Registration fee increased by 20% this year but we are giving them more for their money..guaranteed more games, more things to do while waiting. Charities we decided on were Navigator Program which helps with adolescent mental

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help and Alzheimers Foundation. Feels these two charities fit nicely together. It can be decided at a later date how much will be donated to each of these charities. No monies have been promised, as this is a bigger event than in the past there are more expenses.

Allan-First Ontario is the title sponsor this year donating \$2,500. Looking for other sponsors so if there are any businesses interested in participating

Mike-Problem last year was that the sponsors were not recognized. We are committed to changing that this year. Need to show appreciation and give these sponsors the recognition they deserve. Another issue last year was teams who played but did not pay. Trying to encourage corporate sponsorship. We have increased the registration and hoping for more teams which will make this a revenue neutral event. Really trying to encourage people to come out to Kerr Village.

Dean-Coras Breakfast was not recognized in the past but has agreed to be involved again this year. Paul McDonald, General Manager, Cora's feels so strongly about this event that he has joined the subcommittee and has really been a great help.

Mike-Cora's in kind contributions total \$2,700. Giving all the players breakfast and donating some swag for the players kits.

Dean-This year instead of giving the players a lunch we would like to implement a food voucher which can be redeemed at participating food vendors. This will involve the merchants more. BIA is kicking back the cost of the vouchers.

Allan-will also give us an idea of how many people went into each store. Great way of measuring where they went.

Janis-Asks if there will be vendors on sight.

Dean-all Kerr Village Merchants. We will send out a mass email inviting businesses to participate.

Allan-It is down to the business owner how they would like to be involved, whether its handing out coupons or setting up a table to sell their wares.

Mike-If we have 300 players, 1/2 of those players will be youths so they will bring their parents with them, hopefully they hang around and enjoy the shops.

Chris-Asks if we could invent an online coupon instead of a swag bag.

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Dean- We could do the online coupon as well as the bags, we have bags donated from Cora's already, we have t-shirts and a few other items to go in it, however if anyone has anything they would like to contribute we would add it in.

Mike-Only issue of online coupon would be that the confirmation email will go only to the team captain, he then would have to distribute the coupons to his team.

Dean-The more we can tie in any businesses the better.

Chris-If this is the case a constant contact should be sent out to the village asking them if they would like to participate with the online coupon. If they send us their graphics or logo we can forward it to the team captains, at least it will reach people.

Mike-When he registered his team there was no confirmation. People should get a thank you email or some sort of verification that they have been registered.

Dean-Dave Walsh chair of the Special events subcommittee has had to pull back with his involvement in this event due to his busy season. He will however be actively involved in the Fall Festival which will be held on Sept.6 &7th.

### **Communications-Chris Stadnik, Chair/ Dean MacLean, Janis Smith, Mike Marner**

Chris-There has been an offer from Richard Messer to release the domain names to us \$1,500 + HST, which is an insult to the BIA. The domain names have been re registered by Nina Mendes at Interdream Web Design. Nina is not in the country right now. Chris has offered \$750 for 3 domains. If they do not accept the offer than we will have to develop kerr-village.ca and 3on3roadhockey.com as our new websites.

Mike-Legal council from the town has advised us to pay the money and move on.

Dave-Asks if we can put a time limit on this process

Chris-The response he has received so far from Richard is that he is happy to engage with Backbone technology but doesn't know how long it will take.

Chris-Website is coming along however there was a problem with the directory which was more complicated than expected. It should be down to the specific shop which category their business falls under.

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**Motion made** by Dave Walsh to allow Chris Stadnik to negotiate the purchase of 3 kerr village domain names from Richard Messer at the cost of up to \$1,500. + HST

**Seconded by Steve Clayton**

**All in Favor**

***Motion Carried***

**Finance-Mike Marner/Chair, Allan Kowall**

Mike-Hands out copies of the2014 budget prepared for consideration. Asks members to turn to the budget comparison page. Staffing for 2014 is \$77,801 which is a prorated number. This is a reduction in wages by 30%.

Allan-We have Tess McDonald budgeted for 10 hrs a week for the year but that will fluctuate at certain times we may need her 20-30 hrs a week during special events and at other times it could drop to 0.

Mike- Next is office expenses

Terry-The rent expense looks high

Allan- we are paying rent for 2 spaces, the storage for \$890 a month and the office for \$ 2,147.00 Unfortunately we are locked into a lease for another year. One of the projects for the summer is to clean the storage out and give up that space.

Dean-Once the lease is up at the office we should consider moving it to street level. Somewhere more accessible to people.

Allan- We have increased the budget for beautification by \$30,000. Primarily because we need to replace the banners and put more lights up. Specifically on Lakeshore.

Mike- Marketing is the next category, which is pretty much the same as last year. The big expense was the website development, which was carried over from 2013

Allan-We have cut out the public relations expense of \$12,000. Only 4 press releases a year.

Chris-only concern is the specific line item. There is not a category for branding, newspapers etc .

Allan-Change the line item to Website and Marketing .

Dean-If we tie them together we can decide how to allocate the money whether its newspaper, video as the year goes. We are not tied to one source of advertising.

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Mike-Events is the next line which we have budgeted \$80,000 towards. We only have 3 events this year. The 3on3 is a revenue neutral event. Tree lighting was a great success but will cost us \$15,000 so that leaves \$65,000 for the fall event.

Allan-When looking at the budget from last year the numbers are virtually the same. We have dropped a few events..pumpkinpalooza, environmental day. We will focus on the three events and doing them well.

Dean-We need to have this budget approved so we can send it on to the town. Then it will be presented at the AGM on May 7th,2014

**Motion made by Chris Stadnik to approve the 2014 budget at Board level and present the budget to merchants at the AGM on May 7,2014**

**Seconded by Dave Walsh**

**All in Favor**

***Motion Carried***

**Nominations-**

Dean-All chairs are full with 3 people waiting.

**Long Term Planning-Cathy Duddeck,Councillor**

Deferred until next meeting

**Planning & Development-Terry Hutchison, Allan Kowall**

Allan-The development of the property across from Fortino's on Lakeshore Rd was approved by Town Planning staff, rejected by Town Council, now going before the OMB.

Terry-It should be approved at the OMB level because there is a positive staff report.

Dean-Asks about the progress of Rain Condos at Kerr & Speers.

Allan-Expects there has been no work done due to the harsh winter

**Sponsorship-Allan Kowall, Robert Nashat, Janis Smith**

Allan-Need to send a constant contact email to the merchants looking for sponsors for the 3 on 3 road hockey event.

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**Motion made by Dave Walsh to receive the reports**

**Seconded by Terry Hutchison**

**All in Favor**

***Motion Carried***

**Motion made by Dave Walsh to adjourn**

**Seconded by Terry Hutchison**

**All in Favor**

***Motion Carried***

**New Business-**

Mike- Kindly invited Board Members to be his guest's in the First Ontario Credit Union Private Box at the First Ontario Centre on **Saturday April 19 at 7pm** to watch the Hamilton Bulldogs take on the Syracuse Crunch.

Chris-Has been receiving quotes for the position of videographer/photographer for Kerr Village events.