**Present:**

Doug Sams, Executive Director

Dr. Brett Warren, Vice Chair

Mike Marner, Treasurer

Terry Hutchison, Strategic Plan Chair

Allan Kowall, Sponsorship Chair

Dave Walsh, Special Events Chair

Councilor Cathy Duddeck

Janis Smith

Dr. Robert Nashat

**Minutes:** Kayley Marner

**Regrets:**

Chris Stadnik, Communications Chair

**Absent:**

Dean MacLean, Board Chair

Don Wilson

Steve Clayton

**Guests:** None

**Dr. Brett Warren calls the meeting to order at 8:18 AM**

**Pecuniary Interest:** None

Moved by Mike Marner

That the minutes from February 26, 2015 board meeting be approved.

Seconded by Dave Walsh

***All in Favor***

 ***Motion Carried***

**Subcommittee Reports**

**Communications- Chris Stadnik, Committee Chair**

Deferred until next meeting.

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

Dave: Jim Cuddy has been secured for Kerrfest, the deposit cheque has been sent. Since the Arkells won three Junos their price has gone up and are now out of our budget. Bill Durst can only play on Friday night, therefore cannot open for Jim Cuddy.

**Finance- Mike Marner, Treasurer**

Mike: Presented the Kerr Village BIA proposed budget for 2015 to the Board of Directors. The Town of Oakville is looking for consistency amongst the three BIAs so I am following this prescribed format as per the Town of Oakville Finance Department.

Doug: I will clarify today whether or not this format is expected to be used at the AGM.

Cathy: Suggests the Board of Directors meet once more next Thursday morning at 8:00 AM to quickly go over a detailed, line-item budget before the AGM

Mike: I will also send out a line-item budget on Monday to all board members so that questions can be prepared before that meeting

Mike: I have left the tax levy and income the same as last year

Doug: I have spoken to several representatives of the Town of Oakville about the $15,000 grant for Kerrfest. I have been told that it is in the budget, but nothing is guaranteed until the budget is passed

Mike: I have targeted $25,000 for sponsorship. We will need to make an amount around this figure in order to sustain our budget. I am also budgeting for event revenue through beer sales at Kerrfest.

Mike: I have left the cost of administration the same. Marketing and communication is $5,000 less for 2015 because last year that extra amount was necessary for one time website fees.

Allan: Asks how much has been budgeted for lights

Mike: We have $25,000 budgeted

Janis: We want to avoid spending a significant portion of our budget on a two-day event

Cathy: Suggests only having acts perform on the Saturday of Kerrfest to give more of a cushion

Dave: That would save us between $15,000 and $25,000

Allan: Suggests a special events budget meeting to discuss where costs can be cut back on for all special events

Brett: After the AGM we can fine-tune our events budget

**Streetscaping- Doug Sams, Executive Director**

Doug: We had a number of banners damaged from high winds, Artisan Streetscapes has removed them and is working on replacing them. This is covered under warranty, therefore is no extra cost to us.

Doug: The benches will be out April 13th

Doug: The flowers and plants will be out the latter part of May, depending on the weather

Doug: We are negotiating quotes for lighting right now. We would like to have the lighting resolved by the end of May

**Nominations- Councilor Cathy Duddeck, Chair**

Cathy: If we have more than the quota of nominations and have to vote it makes sense for myself as the impartial Town of Oakville representative to be the chair of this committee.

Doug: We have not received any nominations as of yet. The nomination period closes next Monday

Cathy: I will present the slate at the AGM

**Long Term Planning: Cathy Duddeck**

Cathy: We brought forward a request for a report at council for 42 Lakeshore Rd. from the Planning Department of the Town of Oakville on the current status of the magnolia tree and options for the heritage home relocation

Cathy: The CN underpass was slated to take place in 2017, but it is now being pushed out to 2018. When we went through the environmental inspection process there were concerns regarding the 16 mile creek embankment which has caused delays. There will now be a new bridge, which we could use as a Kerr Village gateway. We would like the Engineering and Construction Department of the Town of Oakville to work with the BIA on this.

**Development- Terry Hutchison, Co-Chair**

Terry: We will be having a meeting shortly and will present information to the board following that

**Strategic Plan: Terry Hutchison**

Terry: We still need to get together as a group to go over the J.C. Williams report as we were unable to attend the last scheduled meeting due to inclement weather

Doug: We can set another date for that after the AGM

**Sponsorship: Allan Kowall**

Doug: I have a meeting set up with Mill St. Brewery for next week to discuss their involvement with the sponsorship of the Kerrfest libation tent. I am still waiting on the Molson representative to set up a meeting regarding the same. We do have a tentative offer from Cameron’s Brewery.

Allan: We are still sending out sponsorship packages

**Executive Director Report, Doug Sams, Executive Director**

Doug: I have made 92 merchant visits over the last month. I am currently assisting a merchant on working with Town By-Law for patio extensions during special events. We have had more merchants take advantage of special offers on the website, they appreciate the visits, we have been updating the contact list, we have added a lot more e-mail addresses to our mailing list, we have good feedback on the blog, we are posting events on behalf of the merchants, we are getting more personalized website listings, merchants of the month were updated on March 12th. We had one concern about the website being clunky, three Lakeshore merchants expressed that the traffic flow is not being sustained, we have had complaints about vacancies. We have had four acts of vandalism since Christmas, there is counterfeit currency going around recently. The merchants have been alerted.

Motioned by Dave Walsh

To receive the sub-committee reports

Seconded by Councilor Cathy Duddeck

***All in Favor***

 ***Motion Carried***

**New Business**

Janis: I have had someone approach me about bringing back the farmer’s market in Kerr Village. I think this would help bring people into the area other than just for one-day special events.

Allan: One of the biggest problems with the farmer’s market was attracting farmers to sell produce

Janis: That was mainly caused by the location of the market by which the farmers could not pull their vehicles in to unload their product. We have been looking at using the parking lot across from the Senior’s Centre which would be much less congested.

Cathy: You would have to warn the residents association about the traffic. There may be an ownership issue with the parking lot as well.

Janis: There is a grant we can apply for, though it would be too late for this year. We would need to get someone in place that we think would do a good job on this and can get it headed up for next summer.

Cathy: We could look at using Bond Street and Westwood Park as a location

Janis: If the board would like to consider a farmer’s market we can start looking at the details of it.

The board agreed that this is something that they would like to pursue more information on.

Dr. Brett Warren: Why are leaves not collected on Kerr Street?

Cathy: I will look into that for you.

Motioned by Councilor Cathy Duddeck

That this meeting be adjourned

Seconded by Janis Smith

***All in Favor***

 ***Motion Carried***

**This meeting was adjourned at 9:17 AM**

**Next Meeting/ Annual General Meeting: April 2nd, 2015/**