**Present:**

Doug Sams, Executive Director

Dean MacLean, Chair

Allan Kowall

Janis Smith

Steve Clayton

Dr. Brett Warren

Robert Nashat

Mike Marner

Councilor Cathy Duddeck

Chris Stadnik

Don Wilson

Terry Hutchison

**Minutes:** Kayley Marner

**Regrets:** None

**Absent:** None

**Guests:** None

**Dean MacLean calls the meeting to order at 8:05 AM**

**Pecuniary Interest:** None

Moved by Cathy Duddeck

That the minutes from May 1, 2014 board meeting be approved.

Seconded by Mike Marner ***All in Favor***

***Motion Carried***

**Subcommittee Reports**

**Communications- Chris Stadnik, Committee Chair**

Chris: Apologizes for delays with website, a lot of work had to be done. We are now ready to go, will be sending backend link to site to all board directors to go through and preview. The website will go live by Monday. It will still be a work in progress, we are updating as we go. The newsletter template will be typed out this weekend so it can be sent to all Kerr Village merchants. It will be sent out to all board directors first for approval. After we send the newsletter we will also be hosting an information meeting for merchants to attend to learn about the website. Will talk about board members coming out physically door to door to go over website and to update information to make sure nobody is left behind. We are waiting on transfer of e-mails and contacts to system, however not everyone has an e-mail address, how do we resolve this?

Cathy: Proposes using a generic e-mail address.

Allan: If two businesses login at the same time it would cause problems.

Chris: Agrees with Allan. By using a generic e-mail there would be no exact link to their business and that would create conflict

Cathy: Suggests using the website as an incentive to create an e-mail address

Allan: Suggests creating a printout that explains the websites for merchants who don’t have an e-mail. Will also be sure to explain that the BIA will help them set one up if they wish

Doug: We will make sure to tell them we can provide onsite help or they can drop by the BIA office and we will help them then

Chris: We will emphasize that we are here to help

Chris: The newsletter will highlight login, merchants of the month (for this month it will be: J Platt Rugs, Antique Rugs, Chocolate Alphabet and Casa Del Gelato, De Fazio Mens Wear, Antiques Harmony), special offers (businesses can’t post special offers themselves, we are the gatekeepers for that, we will post on their behalf, can advise about conflicting offers, etc.)

Dean: Asks if anyone would like to challenge the selected merchants of the month for June

Nobody challenged the decision

Chris: Need continuity with photography and videography. The communications committee put out an ad to the community. We decided on Jonathan Root from Look Local

Janis: The RFPS came in between 1,000 and 1,5000 and we considered all applicants. The person we have chosen has had great references and great work. Chris and I met with him last week and went over our thoughts and concept. Our concept is a 2 minute or under video to highlight different merchants. We are starting with 4-5 merchants and business owners to contribute to a unique mix. Jonathan is in the process of organizing the video shoot. Should be wrapped up in June.

Chris: He will also be doing our photography. He could also go into each individual merchant and do a 2 minute shoot for $1200 to post on their website and Youtube channel

Chris: I have sent out instructions to board directors on how to set up new kerr-village e-mail addresses. Please set them up so we can print new business cards. Will then work on printing out apparel.

Chris: Still waiting on some bios for the website

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

Dean: Asks for opinions on entering a BIA float in the Santa Claus Parade.

Cathy: Suggests just remaining a sponsor

Allan: Agrees with Cathy

After some discussion the board decided not to enter a float, but to still offer a financial contribution.

Doug: The tree lighting event has been approved

Dean: We will discuss decorating besides just the lights. Will be the same as last year. Town puts tree in in the fall and takes it out in the spring. We are meeting today to discuss the fall festival. We tentatively have some dates set, September 6th and 7th. We have submitted a street closure form. At our next board meeting we will have a much more detailed report.

Cathy: You have to get three quotes

Dave: I will take care of that

Allan: Asks if someone from communications can come to the meeting

Janis: Volunteered to attend

Chris: The communications committee will make a template with a checklist of things that should be covered for each event so they all follow the same layout. Will do this after website is up.

**Finance- Mike Marner, Treasurer**

Mike: At our AGM the 2013 financial statements and 2014 budget were approved. At our next meeting I will have the financials for the 3 on 3 road hockey tournament.

**Streetscaping- Dean MacLean, Chair**

Dean: The plants should be put in today and tomorrow. The town took out the garbage cans and washed them and returned them. Plants are discussed in the fall for the following spring. If merchants would like a different type they have to bring it up in the fall.

Cathy: The newsletter will help with the communication of this

Dean: The town does a good job of choosing and maintaining the flowers

Doug: On May 31st there will be 70 students from Appleby College picking up garbage, will cleanup parking lot behind BIA building

Cathy: This should be the last year they do that. In the future only have them clean up municipal lots and not privately owned ones.

Chris: Your landlord should take care of that

Doug: They will also be cleaning public lots and other privately owned ones. Will also send out e-mail alerting merchants of the students populating the area at this time.

Dean: We are still waiting on 3 quotes for the lights. We are working on changing streetlights to be the same as those in village square.

Allan: We also need to work on getting quotes for new banners for the winter

Doug: Work on that has already been started

Dean: We will discuss new look for the banners at our next communications meeting and bring them up at the next board meeting

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

Allan: New election is October 27th, will be looking at a new term starting January 2015.

Cathy: Council will ask you to put together slate of new members, may wait until AGM, you have to turnover at that time and make new appointments

**Long Term Planning: Cathy Duddeck**

Cathy: 42 Lakeshore has blacked out their sign. Up for sale again

Terry: Asks for update on free parking in Kerr Village

Cathy: We discussed this on Monday, but will be coming back to it in July. I would be inclined to think that Council would put forward free parking on Saturday or some kind of compromise like that. The meetings indicated it was something more than parking lending to the current financial decline. We are waiting for staff to come back with options and estimated financial impact.

Allan: Asks when the reconstruction of Lakeshore is scheduled for

Cathy: Not until 2016/2017

Allan: Asks for an update on the redevelopment of the arena

Cathy: Finally got approved! I have motioned to ask for exercise equipment to add a gym there. Also asked for compression equipment to provide outdoor skating rink near where the tennis courts are.

Janis: Asks if there will be opportunities to host events there

Cathy: Most definitely. We are going to run more programs there than just skating. Option 2 puts a roof over the original roof so the existing roof is no longer structurally holding the arena up. Will have walking tracks, lookout points, all kinds of rooms to host functions

Janis: Asks if the arena could be used by the BIA to hold functions for Kerr Village

Cathy: Yes

Allan: Asks if the arena is part of the seniors center

Cathy: Yes, a portion of the arena will be dedicated to seniors. The senior center in Kerr village will be sold by the town. The parking lot will probably be developed. We are also considering building a fire hall at the corner of Rebecca and Kerr to take place of the one on Navy Street to make it easier for the fire trucks to get places quickly

Mike: Asks when the redevelopment of Oakville Arena will take place

Cathy: 2016/2017

Allan: Asks when the underpass on Kerr will be developed

Cathy: 2017. We have allocated a large budget towards this.

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

Terry: The downtown BIA is doing a good job at becoming more and more effective. We need to start following their lead

Cathy: They have been very effective and collaborative in their efforts. We have had people speak out about BIAs pooling resources and working together

Terry: We are working on collaborating with the downtown BIA

Chris: We want to put up development news on our website. Terry brought up the fact that we might not have the rights to do this

Cathy: Just use the information available from the town and you should be fine

Terry: Chris is talking about leasing opportunities in Kerr Village. We need approval for access to this information

Doug: I have been in contact with the chair of that board. They are meeting today. We will know soon if we can do this.

**Strategic Plan: Terry Hutchison**

Terry: Nothing to report

**Sponsorship: Allan Kowall**

Allan: Nothing to report

Moved by Chris Stadnik

That, given 5 quotes received, the contract for Jonathan Root as photographer and videographer be approved

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

***Motion Carried***

Dean: Want to stress importance of getting at least 3 quotes before making any decisions. It will benefit board and merchants we represent.

Moved by Cathy Duddeck

Motion to receive the reports

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

***Motion Carried***

**New Business:**

Dave: Special Events committee meeting today at 1:00 PM

Robert: I was thinking in Heritage Square we could air the World Cup finals and semi-finals if we had a screen. Merchants could promote. Will attract business

Doug: I will look after renting a screen and hiring securitty

There was discussion.

The board agreed it would be a good idea and will be looked into in more detail.

Don: I applied for a façade grant. I had initial approval. Will be putting in roll up garage doors. The town will give cash to improve your building. Merchants should take advantage of this. Town will match what you put in up to $10,000, $12,500 for corner properties. Your landlord will need to sign off on it. Need to also be mindful of tenants in your building.

Janis: In my talking to some of the merchants for the videography, we need to properly evaluate events after we do them to see if they are achieving the goals we set for helping improve the merchants?

Dean: That is on our to do list. Will be part of the merchant survey. Once we get everything set in place it will be done after each event we host. Will give merchants options in terms of means of contact (phone call, e-mail, online survey, face to face interview). Will then build database on each merchant from this practice. Will also be able to come up with statistics and make it easier for us to address most pressing issues.

Cathy: We should provide real data to each merchant for the validation of each event. We need to track number of attendees, people from outside the area, etc.

Allan: We also need to educate the merchants on what to do each time we have an event. We put the people on the street and the merchants need to engage them to get them into their business.

Dean: At the end of the day we represent the merchants and want to do what is best for them. We can only do so much

Allan: We need to try and engage more merchants in our sub committees

Janis: That will be addressed in the next communications committee meeting

Moved by Cathy Duddeck

That this meeting be adjourned

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

***Motion Carried***

**This meeting was adjourned at 9:08 AM**

**Next Meeting/ June 12, 2014/ To be confirmed**