**Kerr Village BIA Board Meeting**

**November 13th 2014**

**8am Kerr Village BIA Office**

**Present:**

Dean McLean

Doug Sams

Pam

Chris Stadnik

Brett Warren

Janice Smith

Steve Clayton

Kathy Duddeck

Don Wilson

Allan Kowall

Dave Walsh

Robert Nashat

Minutes from the previous meeting: Approved

Motion to Approve by Cathy

Second by Dave

Motion Carried to Approve the previous meeting minutes.

**Sponsorship**

Chris:

Kathy- Has any consideration been given regarding having a specific focus on a certain business, or a certain event? Have you spoken to other BIA's to figure out what their bars are like and if they are comparable?

Dean- Doug and I spoke quite a bit. Their resource pool compared to ours is very different but if we look at our geographical design we don't have those larger companies around us to sponsor us.

Kathy- as you build a brand and a knowledge of it you will have more people coming forward saying I want to be a part of this. A lot of our merchants provide things for our events and I don't think it's fair to keep going to the same pot.

Pam- The parade, the gold is 2,000 the bronze is $500 we usually raise about $45,000. But this year we have to pay for a new float as the other one was getting old so that brought the cost up a little bit closer to around $100,000.

Dean- What were asking for right now is really in the infant stages there's nothing for us to show them up front at this point.

Chris- we want to put this together professionally sooner rather than later. If everyone can take a look at this and add or subtract what's already here and send it back to me. The pricing, we got to start somewhere we should be thinking about how much we should be asking for gold, silver, and bronze and we should put it out there and see what sticks.

Pam- do they get a tax receipt?

Allan- no it's not a charity.

Pam- it doesn't hurt to ask the town.

Allan- Normally that's used as an advertising expense.

Chris- who would ask that question and who would we ask?

Kathy- Nancy or mark western.

Chris- the guy we had doing our 3 on 3 website. He's available

Janis- In terms of having a cohesive branding, I think we should have a photographer or videographer capturing the events, in order to get them we need to see what kind of work they do.

Dean- I thought we voted on someone doing the video.

Chris- We used John. I didn't see any problems going forward with him

Doug- We did get an invoice from him for Kerr Fest last week.

Chris- I know Janice sources 3 people and when we presented them all to the board we chose John because of the quality of his work.

Dean- He is a bit slow on the product and the invoicing

Doug- It was just the still pictures, we were supposed to have some pictures on our website.

Chris- if that's the case Janice or I could follow up with him we've been in contact with him all the way through so it makes more sense if we contact him

Doug- It would be nice, to have the videos out and the still shots to be able to show.

Brett- is it up on our website?

Doug- Yes the video is up

Allan- I don't have an issue with the numbers they can always be negotiated but we need to get the presentation ready

Chris- if we are okay with the numbers now we can send it to brad now.

Motion by Chris forward to approve the sponsorship package for Kerr Fest Pending revisions

Seconded by Cathy

Motion Carried.

Dean- what about Ford Canada as a sponsor?

Pam- I think we would have a better chance with the dealerships.

Dave- I think a beer company would be happy to sponsor the stage. I think it's important to keep the identity the same. I think that would be the most appealing thing is to sponsor that stage

Pam- you can't do a beer company with the tree lighting

Brett- Our initial plan was to have the title sponsor do all 3 events

Janice- how would the title read?

Allan- "Fall Fest: Main stage sponsored by:...."

Kathy- The name is what they're going after. The big names which attracts people.

Dave- The demographic as well, they don't care about a skate park or 3 on 3 like that were we pull form the smaller sponsors

Pam- You could get together the Gold, Bronze, Silver Packages and send them out to the dealers.

Dave- If you give me a template I can give a copy to my buddy at Mosiac. And that's what they do, they go after the big corporate sponsors, he can point us in the right direction

Dean- Time is of the essence

**Special Events-**

Dean- So tomorrow is the Tree Lighting.

Kathy- plastic decorations are only $2 at the dollar store for the really big decorations

Dean- I got the ribbons yesterday

Janice- is it decorated?

Dean- no this afternoon they are going to start with the lights. The tree went up last Friday, the lights go on this afternoon. John wanted to respect remembrance day, so he wanted to wait until the 12th.

Kathy- I totally agree with John, I'm glad we waited.

Dean- for tomorrow night all the posters have been distributed, the toys for tots stuff will be ready with their mascot, the street gets closed tomorrow from 4pm-10pm. in previous years the kids get very excited and they start coming around at about 430. Doug's got the schedule pretty well minute by minute. this year there's going to be Santa, Mrs. clause and an elf.

Don- what time is the actual tree lighting?

Doug- between 645 and 7

Dean- Santa goes on 7 till 9. We extended it half hour for the kids hopefully there will be more people than last year. This year we were really lucky to have donations for the calendars. Sheryl went and got a bunch of large candy canes in case we run out of advent calendars

bands go on from 8 till 10. There's going to be picking tables. The town will be here around 4:00pm to set up the tables. The cadets will be at the cafeteria to oversee that.

Kathy- maybe not this year but definitely next year, when we do our movie event we can contact Halton Region and ask for garbage and recycling bins to be dropped off on the day of the event. That way we aren't over flowing the local receptacles. It's a nice way to clean up especially with all the cups and stuff. I think for Kerr Fest that would be a good option. I'll send u my contact Doug.

Dean- Tim Horton's is involved again this year with hot chocolate and timbits.

Kathy- Is this peter? have we considered giving him a plaque or invite him to the AGM and present him with it, he does so much for us.

Robert Nashat 8:41am arrives

Dean- As for food there will be: numerous pizzas, sushi, hamburgers, hot dogs, sausage, chowders, meatballs, gingerbread men, cookies.. We have to have portal potties this year the town recommended because the amount of people. We are hoping that everyone can come out and support this and wear your hat! I know everyone's busy, but it's important for all of us attend.

Kathy- Is there a job you need done? rather than us just showing up

Dean- I think a lot of people don't know who the board is. I think it's important is we quickly just introduce the board to everyone.

Kathy- and we can say if you have any problems talk to the people in the hats.

Dean- there's always help needed when the food is being distributed.

Dave anything on your end?

Dave- Everything's good we r moving along with the Fall event looking at headliners for next year.

Dean- we have to discuss a bit further later about the 3 on 3 next year.

**Finance-**

Mikes not here.

Dean- pinching us really hard because we spent a lot on Kerr Fest. We are right on budget right now. We will defer it over to the next meeting

**Streetscaping-**

Dean-Banners are up. Right now until we get our budget back up the trees and lights are being put on the back burner.The town has come and put Christmas displays in all the earns where the plant used to be. That looks great.

**Nomination-**

We are full. but we have a couple people waiting in the wings. the mayor wants to sit down and discuss with me and Kathy in the next few weeks.

Kathy- quotes by law regarding nominations.

Dean- we will get more direction on that in the next few weeks. The other 2 boards are only half full and were over flowing

**Longterm-**

Kathy- Nothing to report on long term

**Development-**

Allan- Preparing a report that will be very interesting and eye opening. we are looking at property tax on a square foot basis compared to other areas in the town. It's quite eye opening. Some places are paying $15-16 dollars a square foot where places on Speers are 3-4$. negative impact on resale and the property value.

Don- I have some friends that opened up the juice bar in the yoga studio they were asked by a vendor on lakeshore to come give out candy during the Halloween parade. a lady from the lakeshore BIA told them they were not allowed to be there and stood there until they left. They didn't just randomly go down but were asked by a vendor to hand stuff out. I just wanted to ask our take on how we feel about other BIAs being there.

Doug- well for 3 on 3 lulu lemon wanted to come and we said no.

Kathy- I think the issue is more with the lack of communication between the BIA's. all they have to do is call us and let us know that they want to participate.

Dean- Our lease is up here one more year. I talked to ....They are willing to offer us their presentation center for free, its ground level which is nice give us some more exposure.

Chris- why is it free?

Dean- they want to give back. We would pay all the utilities. But they would cover the rest I will find out more facts.

Pam- Saturday is the Santa clause parade so we got 2 students from Sheridan to come film it and put it on YouTube.

Chris- we deferred this a few meetings ago. The Google add on, initially it will cost us $700 bucks then it will go down. I think it's important that we get this done... I was waiting or an answer form mike or yourself to see how much money we left over.It will analyze our website, whose been visiting it, what they're visiting etc. They will fine tune our website.

Brett- We can start with express. there's no start up cost.

Dave- do u know how Google ad works? it costs money every time they click on something.

Brett- Our BIA website covers a lot of things. food, clothing, skateboarding, a lot of different words.

Pam- It will put you higher on the search?

Chris- sure it will.

Dean- let's get through get the bills paid for tomorrow and Saturday. Then once were done with hat we can put it forward and have this started before Christmas.

Motion to receive the reports Dave second by Brett

Motion carried.

Motion to adjourn Janice seconded by Steve.

Meeting was adjourned at 9:00am.

Next meeting Thursday November 26th 2014 at 8am.