Kerr Village BIA Board Meeting Minutes

Thursday, October 16, 2014

Kerr Village BIA Office

**Present:**

Dean MacLean, Board Chair

Doug Sams, Executive Director

Terry Hutchinson

Mike Marner

Allan Kowall

Janice Smith

Cathy Duddeck

Don Wilson

Dave Walsh

Chris Stadnik

**Minutes**: Chloe Bonello

**Regrets:** Robert Natash (proxy provided)

**Absent:** Steve Clayton

**Pecuniary Interest**: None

Meeting began at 8:04am

Minutes for the last meeting were not approved.

Communications:

Chris – Follow up from last week we were talking about PVC and Word Searches. This pamphlet talks about pulling people towards Kerr Village. The google search which is not employed yet is free, I will do that this week. The key word search is $700. And PVC campaign you can go crazy with it but its $400 a month. If you want to draw traffic in, it will give you an idea of how to modify our website in terms of whose searching what and where. Its something to seriously consider because we have no real way of knowing and the google outlets are great and it is free. But the other two I think would be good for at least a couple months to see where we are pulling from.

Cathy- How much is in the budget for communication still?

Chris- Communication budget was in an umbrella. I think Mike has more of the answers regarding that. Last I heard there was “a lot”.

Cathy- MY only concern is handling the Kerr Fest and the money we spent Leary about approving something prior to us having an AGM. Concerned that we were slightly over with the Kerr Fest that we may have to pull back on other areas.

Dean- Lets hold off on that

Mike- what is the cost of the key word search?

Chris- it’s one time fee of $700. It will analyze exactly who has been using our site what words they’ve been using, what words we have on our site, what the general level of interest is, why people are being pulled toward certain areas of the site or not. We take that key word search and implement that into a PPC Campagin and set a limit of say $400 bucks a month, and If we don’t have enough traffic to reach that then we pay $100 or $200 dollars. We set our own limit. But with this many businesses, $400 is a good place to start. After 2-3 months we can decrease that to 100-150 but without this information its pointless.

Cathy- Good opportunity to package a proposal for the AGM.

Cathy- Maybe given what weve done this past year in terms of communications, that would be a good opportunity to have a package proposal for the AGM.

Allan- That is part of next years budget.

Cathy- Maybe wait until next month when we have the financials back. We have to talk to the people at the town to see how much flexibility we have to make up guidelines we can allocate funds to meet their criteria.

Chris- I don’t want to wait until Jan, Feb March to do this.

Kathy- IT will be another month.

Allan-SO it will be another month before we get a financial update?

Mike- I will give you the fininancial report today.

Dean- As far as google, we will wait on those prices.

Chris- Im going to do the google analytics anyway. We need to post the meeting minutes on the site ASAP. And updating the Merchants of the Month. We need to schedule a visit to the merchants. I know it was difficult to visit with everybody and there was an issue with getting people on the telephone and to show up. I want to go and visit every store once a month to keep updated. Doug maybe you can let me know how many people we visited so far.

Doug- we’ve visited 30 businesses. We have dropped everything for the Kerr festival, and I just got Chloe yesterday. We are just playing catch up a little bit. I try not to cold call people, one day I made 10 calls and its hard because people don’t call back.

Chris- I think the best thing to do is walk through the front door.

Doug- Yes I will even call before I head over to ensure the time is convienant. IF they are not available I will schedule a time that works best for everyone.

**Special Events**

Dave- everything is set and good to go. Bands are booked, Stage is booked we have to send a deposit to Stereo Kids.

Doug- Is it in the contract? (something about Ryder)

Dave- Yes everything will be included. I emailed Mike Not interested in food, water, or beer from them.

Doug- Is that all in the contract?

Dave- The agency said to ensure that everything possible is included in the contract.

Dean- People talk so we have to be sure that we are meeting the needs of everyone, we want people leave this function saying “Kerr Village has really looked after us”

Dave- We want to provide to the best of our ability that we are accommodating the needs of the bands. Something we need to understand about riders, these are parameters that these guys set its tech riders and hospitality riders, so if they show up and 30 towels are not there if they don’t like the situation they say “were out” it’s their way out of the venue while still getting paid.

We did save some money, we saved $500 on PA system and stage.

Don- Whats the cost for stereo kids?

Dave- $2000? Unfortunatley, somebody reached out their agent prior to me signing the contract, somebody inquired and that inquiry cost us $500.

Doug passes around the Tree Lighting Ceremony/Santa Clause Parade Poster and passes it around for the board to see. Received well.

Allan- Are we oing to be within budget?

Don- What time are stereo kids on?

Dave- 9:15-10:15

We wanted to make it family friendly from 5:30-7:00pm thenwe want to turn it into an event

Cathy- especially if we have a road closure

Dave- for safety reasons we closed the street.

Cathy asks about the line up for the entertainment. Dean lists out the bands and timing of each.

Cathy- what are we going to do in terms of a way to tie in the entire street? What I really liked about Kerr Fest in the past we’ve had a scavenger hunt so that we can get people out of just this area and into exploring the surrounding businesses.

Dean- We can send out some emails and consult some merchants to see who wants to be involved.

Pyro goes on for 20 minutes, 15 minute period break where Burt is going to go in and tlak about Wildlife as an educational aspect for kids. Also we are going to try and tie in the giving away of non perishable food and Matt is going to talk about policing. We would like to tie in some of the Merchants and see what they would like to do and we have about 5 or 6 merchants signed up already and we have more of them contacting us.

Cathy- Sometimes people don’t have the finances to afford someone on the set and someone at the shop, that’s where the scavenger hunt comes in and allow them to have that option available. I would say we don’t need many Merchants maybe 10 at the most.

Dave- we can definitely get together and figure it out.

Dean- the poster came out very nice, they had to do a few adjustments but I think it’s got all the classic elements, hopefully people like it.

Dave- The whole point of it is to entice people from downtown and get them here instead.

Dean- So now weve all looked at the poster, the street gets closed around 2:00, the stage will be up by 4:00 then the guys set stuff up. The mayor comes 6:45-7:00. Santa Clause will be there from 7-9. We are anticipating a large crowd so we put on the poster for parents the exact time that Santa will be on. We have to ask for those advent calendars from last year?

Doug- I asked the guy for 400. He thinks he can only get 200.

Cathy- is this from franks?

Doug- Fortinos..

Cathy- what about franks

Doug- I will check with franks.

Don- Do you think it’s a good idea to put the time of the tree lighting ceremony? I think we should add that to the poster, because some people will want to see what time the ceremonies at, they may want to come specifically for that.

Doug is going to look into having the time for the Tree Lighting added onto the poster.

Cathy- have we thought about renting a couple of heaters depending on what the weathers like

Dean- We have 4 heaters.

Dean- the stage is completely covered so that will be a good thing as well.

Mike- Wanted to give everyone an update. We went over on our events, about $30,000. That comes down to kerr fest we spent $94,000. 3 on 3 hockey was supposed to be a rvenue natural event. That was still over. Int erms of the other categories were gona be slightly over there but nothing major. We have a surplus in membership and marketing. We have to make sure we have money in the bank to cover these cheques that we write. I did a forecast to the end of this year, the financaial when you look at them are reconciled untik the end of September. We got the last quartlery from the town in October.

We have $116,000 in the bank account. Forecast to the end of this year If I look at wages, office, irregular costs, factor in $15,000 for tree lighting, I threw in a buffer $10,000 misc. because things happen and to be conservative. At the end of decmber we should have a surplus of $52,000.

Allan- So we will be $52,000 under budget?

Mike- no we will have $52,000 in the bank. We don’t get our next installment from the town until February. Good news is streetscaping is paid in full, banners are paid in full. Few other expenses that we could do, one thing that dean mentioned was the tree decoration, in Downtown Oakville they have their tree completely decorated. Dean found a quote on that for $5,000.

Cathy- Who does that?

Dean- John at Aritsans

Cathy- What about Parks and Rec?

Doug- I contacted Parks and Open spaces because they handle the tree and the lights, I suggested us buying the ornaments.

Cathy- If we purchase the ornaments will they decorate the tree?

Dean- dougs giot some good points take a bit of time but some problems they have Downtown is the bulbs they start sinking and getting heavy cause of the weight. Some of these things we can avoid, by testing it out before we put them on.

Cathy- IF we get non breakable glitter ones we should be good.

Doug- Johns going to be here to put the lights up anyway so if we buy the ornaments he should be able to put them on for us.

Janice- what they did last year or the year before was they had a local designer come in and decorate the tree. He sourced all the ornaments and everything. We have tones of local designers here, I’m sure they would love to do something like that.

Allan- the trouble is with having a tree like that is we need to have big ornaments so people can see them. And the big ones are not cheap.

Dean- we will have to check out pricing for that.

Terry- I have contacts for wholesale on that product

Dave- I also have a contact

Dean- Dougs got the banner done up

Cathy- When is that going out?

Doug- Novemebr 1st.

Dean- The wreaths are up, they spaced them out all the way to lakeshore so that’s good.

**Nomination:**

Dean- AGM now is going to be differed

Dean- Following protocol, board members need to fill out a nomination form. We have 3 merchants that would like to join to the board.

We need to figure out a Vice Chair. Brett Warren has offered to be the Vice Chair. Do we need to have a vote or are we all in agreement?

All- In agreement.

Cathy- I’ll check with the clerk to figure out the protocol about Brett Warren’s new position.

Dean- All the senior board positions have been filled then, we finally have a Vice Chair.

**Long- Term Planning**

Cathy- Inquired with Jane Colsey recently, shared a bylaw whereby it is something with vacancies on commercial and residential properties. We have at the end of Kerr a property that has been vacant for 8-10 years. It’s a way through property standards to bill them a fee for inspection of the property ensure its in compliance.

Having the opportunity to provide in their windows, to promote the BIA support.

**Development**

Allan- We had a meeting yesterday talking about the property tax issue. We will meet again in a few weeks.

Cathy- What about that property on 371 Kerr?

Terry- They want to redevelop but they are moving slowly.

Cathy- I’ve been dealing with by law, police, and the Alcohol and gaming commission regards to issues with the vacant property. People were using that as a stopping place. Fencing that they’ve erected which we appreciate, is not maintained so unless they were to get something like modular fencing that’s more substantial people who come into the area just push down the fencing and go in.

Allan- There’s another vacant house on John Street, I know the people… they were hoping it was going to get picked up from a builder.

Cathy- is it not up to property standards?

Allan- There has been many raccoons in there I believe.

Cathy- okay ill get that dealt with.

Sponsorship-

Nothing to report.

Motion to receive reports

Cathy seconded by Dave

Motion carried.

Doug- We have been handing these out and also doing an email blast, just a reminder that J. C Williams group has been appointed by the town to do an economic development study in Kerr Village. There will be two workshops to showcase the findings of these surveys, one in the afternoon on in the morning. Please RSVP and encourage others to participate.

Cathy- Are you going to put it on media?

Doug- Yes. We will put it on Facebook, Twitter and the website.

Cathy- Do we have plaques or something we can get framed to congratulate from the BIA for businesses on their anniversary or someone whose achieved a milestone, it would be nice for people to have that in there shop to be acknowledged.

Dave- what is going on at Coronation Park?

Cathy- That will be there until 2016. The park will eventually go back to the way it was because of the heavy duty equipment it all needs to be protected. In the mean time we can maybe contact some of the arts or way cool tattoos to go do something up on that wall there.

Motion to adjourn:

Dave

Second by Cathy

All in favour, Meeting adjourned at 9:04am.