Kerr Village BIA Board Meeting Minutes

October 2nd 2014

Kerr Village BIA Office

**Present:**

Dean Maclean

Janis Smith

Mike Marner

Terry Hutchinson

Allan Kowall

Chris Stadnik

Brett Warren

Doug Sams Executive Director

**Absent:**

David Walsh

Don Wilson

Cathy Duddeck

Steve Clayton

**Proxy**: Robert Nashet

Dean Maclean called the meeting at 8:00am

Chris- Had a meeting with the communications committee. Spoke about how the communications committee interacts with a lot of other committees. We need to establish more concrete protocols in terms of how to handle advertising, media outlets…

Dean- The communications committee touches all committees. Protocols need to be consistent across all committees.

Chris- When does the buck stop? We spend a lot of time on our image and we need to keep our brand consistent. Does it stop with consistency of the brand?

Doug- Our logo is our brand.

Chris- I want to commit more time to this after this summer is over.

Asks about the finances on the website and points out that a lot of board members bios are not completed on the website. Urges everyone to complete that.

Doug- Will take responsibility in following up with the bios for the website.

Chris- Spoke about google analytics and how it could benefit the BIA

Brett- Google analytics is free and you are on a Pay per click system.

Chris- Points out that many board members are not set up on the BIA email properly and it is important to identify yourself as apart of the BIA when interacting with related people, business or organizations.

Doug- Offers to help set up emails.

Janice- Shows video of Kerr Fest

Well received.

**Special Events**

Dean- Given a report on Fall Fest. Everyone really enjoyed it and it was very well received.

We need to begin corporation sponsorship packages.

Allan- The packages need to be ready by December 18th. This is something that should be dealt with by communications.

Chris- Agrees that Communications will now take over Corporate Sponsorship packages

Dean- Christmas Tree Lighting Ceremony will include a street closure from 5pm-10pm. Very big deal this year as it is the 20th anniversary of this ceremony.

Discussed food program, refreshments that wil be provided will include pizza, hotdogs, burgers, and coffee.

May want to think about putting a page in the Oakville Beaver as done in previous years to spread the word.

Finances

Mike- Accountant doing monthly visit and will be providing financial statements. Will assist in the organziaed allocation of funds for the events such as Kerr fest, 3 on 3, and Tree lighting.

**Streetscaping**

Chris- Believes that the slogan “Explore(Kerr Village) is dated and that “Find Yourself in Kerr Village” will entice more visitors if posted on the banner as the new slogan.

Janice- Does not agree with the new proposed slogan. As it does not sound grammatically correct and believes the colours are off.

Board discusses over colouring of Text and background on banner and comes to a final conclusion:

Majority rules to have the slogan state: “Kerr Village” motion to drop the “Explore” or “Find Yourself”

Majority rules to have the colours on the banner remain orange and brown.

**Nominations**

Nothing to report

**Long Term Planning**

Nothing to report

**Development**

Nothing to report

**Strategic Planning**

Nothing to report

**Sponsorship**

The sponsorship committee will meet with the communications/marketing committee and make a report at the next meeting.

Note: Three board members had to leave early which left the meeting without a quorum. So the meeting and motion to receive reports will have to wait until the next board meeting.

**Note:** Minutes from this meeting were not approved due to non-sufficient amount of board members to execute a majority decision.

Will be approved at the next board meeting on October 16, 2014.