**Present:**

Doug Sams, Executive Director

Dean MacLean, Board Chair

Terry Hutchison, Strategic Plan Chair

Janis Smith

Steve Clayton

Chris Stadnik, Communications Chair

Dave Walsh, Special Events Chair

**Minutes:** Lynn Buchelt

**Regrets:**

Mike Marner, Treasurer

Allan Kowall, Sponsorship Chair

Dr. Brett Warren, Vice Chair

Don Wilson

Dr. Robert Nashat

Councilor Cathy Duddeck

**Absent:** None

**Guests:** Carolyn Crosby, Oakville Arts Society

**Dean MacLean calls the meeting to order at 8:15 AM**

**Pecuniary Interest: None**

**Subcommittee Reports**

**Special Guest - Carolyn Crosby - Oakville Arts Society**

Carolyn: Hello my name is Carolyn Crosby, I am the President of the Oakville Arts Society. We are located at #560 Bronte Road. We have been around 50 years. This year is our 50th Anniversary. Please refer to the cards I have brought that show our upcoming Gala on November 20, 2015.

We are a charitable organization, but we also run a business by running classes and workshops. We are very busy and we are run by volunteers. We have a great reputation in the community.

We have launched a community outreach program to engage the rest of the community with the Oakville Arts Society. People think the Arts is for privileged people which is not true. We want to provide it to people who cannot afford it and that is what this Gala is for. There will be food, music, silent auction and celebrities. All funds go to the Outreach Program. If you are interested, please buy a ticket for $100 each. It will be great fun, bring friends. Please help support by buying a ticket or show your support by donating to the Gala. A cheque to the Oakville Arts Society. If you can leave some of these cards at your businesses that would be greatly appreciated. You can contact me for more cards. Thank you for letting me have this opportunity to speak with you.

**Special Events - Dean MacLean, Chair**

Dean: Let's discuss the good things and the problems about KerrFest.

Dave: It rained.

Dean: Let's talk about the financial side. Doug is waiting on the Town for expenditures. Dave was bang on for his budget. We need to talk about HST for next year, to have HST included.

The positive side is we had $19,000 in sponsorship this year. Budd's gave us $8000 this year and they will come back next year and maybe give us $10,000-$15,000. Let's not close the door to Budds.

I was really disappointed in the weather. Beer sales was good though and we profited $6000. All in, last year profit was $2500, this year it is $9000.

Steve: Saturday night the beer tent was really busy.

Dean: Doug has a good relationship with the Liquor Store, has a great contact. Waste this year was zero. I got caught up with so much that I forgot to get a photographer and videographer. I apologize. We are getting them now as people are sending in lots of pictures.

Doug: I am putting pictures on Facebook and the website.

Dave: The week after KerrFest was the warmest, driest week of the summer! We got bad luck with the weather. The Port Credit event was disastrous. I heard this from my friends. I was impressed by how busy my end of the street was.

Dean: If we had beautiful weather, we might have needed crowd control according to Officer Matt. Everybody came and helped, the participation was incredible. Everyone on the board pitched in.

This year we made $5000 over, maybe. We had $100,000 aside for special events, $15,000 from the Town of Oakville, $20,000 from sponsors and $8000 from sales.

Everyone agreed it was an impressive event.

Doug: People called in and were so happy we got Jim Cuddy.

Dean: Jim Cuddy was late getting on, it wasn't his fault. At 12:20 am, Jim was still here signing autographs and taking selfies with the fans.

Doug: He went off at 11:00 pm.

Dean: There were no complaints, which is good for the Board. All acts liked the dressing rooms, food, beer, snacks, etc. The Car Show was an issue with the rain. We lost some of the cars, but we had 40 plus cars show up. That was pretty good, they just don't like the rain. The train was a big hit, kid zone was a big hit.

Doug: We got a partial refund on the $900 mechanical bull.

Dean: There were a few noise complaints.

Doug: There were some complaints on Friday. A lady called and filed a complaint. She was pretty livid. All in all there were 4-5 complaints. Some were happy and told me they opened their windows to listen to the music.

Dean: Regarding the food vendors. We all lost money. It was miserable. Sales were down. Maybe for next year we line up all the food vendors across the front.

Doug: Finance talked to Parks & Recreation. I am waiting on the bill from the Town. We got everything else in.

Dean: Sponsorship will grow next year - possibly $25 - $30 thousand. Maybe $15,000 from Budds next year.

Doug: I am looking into getting a grant, $15-$25 thousand for next year. Do we need more money for bands for next year?

Dave: $60, 000 is good.

Doug: We get hit with the HST, but we will get it all back sometime in January - February.

Dean: I want to talk about Treelighting. We need to pull out every expenditure. Let's stay with the choirs only, no bands. Everyone wants to see the kids sing. Let's use the money and spend it on decorating the trees. We should close off the street for safety. Last year it went late from 5-9 pm. Should we do 4-8 pm or 5-8 pm? We need to prepare as it is the same day as the Santa Claus Parade.

Doug: Downtown is Friday night.

Dean: I am a bit concerned about the Tree Lighting is on a different night from last year. We should put some posters out and promote this also on social media.

Chris: I appreciate your apology and honesty about the photography and video issue. I have images I can forward onto Doug. Next year we need to define our roles for the subcommittee. I know it is stressful. We all need to support this event. Administration should send out emails updating the Board members on decisions made and any new communications about the event. Next year I commit to more involvement - the stress level was evident. The job doesn't have to be done with just 3 people. Let's define roles a bit better for next year. The whole board should know what is going on. Board meetings are to communicate what is going on and the subcommittees to work with administration. Even bad news has to be brought up.

Full marks to you Doug! - you have always been very respectful. You were answering all the emails.

Dean: This KerrFest is now a massive event! We should clap for Doug. He needed 5 days of rest after. Doug is amazing. I need to learn to let go. We need a sponsorship team, volunteer team, communication team, etc.

Doug: We will need support staff next year.

Chris: Next year we could hire professionals that do events.

Dave: No, let's not relinquish our control over this event. Wiggy was great, we just need to direct him. Wiggy loves it.

Doug: We need more people to get involved.

Dean: We will divide it up more next year.

Chris: We are a public board, we must be careful and very transparent.

Dean: We all should stick at what we are good at next year. What we all do best. KerrFest is on the map now. Maybe we need to create a KerrFest Committee.

Doug: Yes, an independent committee next year and present it for next year.

Terry: It was tremendous, especially Saturday night. One woman next to me said: "We've never seen anything like this in Oakville before!".

Dean: Next event is Treelighting on November 21st.

**Meeting to be concluded, no quorum.**

**This meeting was adjourned at 9:10 AM**

**Next Meeting/ Annual General Meeting: October 22, 2015**

**Date to be confirmed**