

Westdale BIA
Board of Management Meeting
Wednesday, August 10, 2016
7:00pm
1028 King St W, Suite 1

Present: Jenney, Suzanne, David Carrothers, Parul Ferrie, Trevor Cameron, April Windus, Ilona Santa

Absent: David Simpson (with regrets), Ben

Call to Order: 7:15pm

- 1) Approval of the Agenda - *Motioned - Trevor, Second - Parul, Carried*
- 2) Approval of Minutes - N/A July meeting didn't have quorum. No voting took place.
- 3) Treasure's Report - Anne Campagne
 - *Cheques issued: Volunteer Hamilton (\$30), OBIAA Membership, YLMC deposit (\$2825), Audit fee (\$427.13), Horizon (\$162.25 delivery fee), Bands for West Fest (\$2000, \$2825)*

- 4) Village Updates
 - HSR
 - Outdoor Maintenance
 - Village Map
 - Magazine

Discussion on beautification and maintenance of clock, flower beds and weeding. Magazine discussion - going to print next week- Myelin Associates confirmed contact info, discussion of Westdale Theatre Marquee signage displayed, concerns about "blandness" request more colour and "movement" in drawing, benches etc. Opening soon in the Village Vlda La Pita Shawarmas, Manna-Korea take out.

5) Beautification –

Classic Displays - **Vote Required**

After the June meeting Classic Displays clarified that the cost of caring for the lights for just this spring would be \$15/string. The lights were subsequently removed by general labourer Thomas MacDonald and Suzanne Repei. There were 44 strands of lights in total. This information was relayed to Classic Displays who have provided an estimate for complete 2016/2017 maintenance.

Mallord Farms – Fall commitment

Harper's Winter Planter Quote -

Public Works Service Level Equalization

Classic Display quoted \$1540 +tax - Motion to spend up to \$2,000 for Classic Displays re: lights - Motioned by Trevor, Second David C, carried

Mallord Farms discussion included how lovely the summer planters are, looking to save costs for the holidays (MF quoted \$10K for the holiday), \$95/container vs \$35/container

PW Equalization includes items like garbages, baskets and xmas deco among all the BIAs.

6) Canada's 150th birthday celebration

Grant applications

Input from Board members for festivities

Recommendation to establish a committee

Motion to approve subcommittee for this event - Motioned by Parul, Second Anne, Carried. April volunteered to lead the subcommittee.

Discussion included - application process for grants, generate ideas for 150th, posting for volunteers with Volunteer Hamilton, check out the Westdale Archives

7) Volunteer Hamilton

Have activated an account that will allow access to volunteers for items such as events, committees, one off clean ups etc.

Account has been established with Volunteer Hamilton for West Fest

8) Upcoming Events

MacQuest (August 31) – **Vote required**

Proposing to spend up to \$300 on SWAG Bags for event, including marketing materials, promo and donation to the Westdale Aviary

This event is in its seventh year and taking place August 31st. The purpose is to familiarize students with Westdale and our merchants. At this point the tours include Allure, Pita Pit, My Dog, TCBY, Real Food Market, Bumble Bean, and Westdale Jewellers'.

9) Side Walk Sale (McMaster) **Vote Required**

Proposing to spend \$337 - \$620 + HST to attend this event. Registration and payment due Friday August 12

Event takes place Thursday, September 8 offering an opportunity to directly interact with returning and new Mac students. Includes advertising in the Welcome Week Preview (10,000 copies)

\$305 + Tax - 6' Space + 1/8th Page Ad

\$620 + Tax - 12' x 12' Space + 1/4 Page Ad

West Fest Discussion

Day of Support (2-3 hr shifts)

Managing tent, clean up, answering guest inquiries, Westdale Ambassador

Posters & Distribution

Entertainment line up
Vendor Village update
Beer garden

CHCH Commercial

Commercial – filmed and currently running
Pre-taped on location
Interview

New Business

Adjournment: