

**Westdale Village BIA Board of Management Meeting**  
**Wednesday, October 7<sup>th</sup>, 8:30am**  
**1038 King St. West, Suite 1, Hamilton**

**Call to Order:** 8:43am

**Present:** David Simpson (left at 9:50), David Carrothers, Trevor Cameron, Anne Campagna, Ben Greco (arrived (9:00am) Craig Waters, Bobby Kimberly (Young Lions Music Club), Lucas Canozza (Young Lions Music Club)

**Absent:** Suzanne Repei (with regrets), Ilona Santa (with regrets), Trish Aitchison, Aidan Johnson

\*Meeting began at 8:43am with Young Lions Music Club Summary of West Fest, no voting took place until the arrival of Ben Greco at 9:00am

1) Approval of Agenda  
6b) Shop the Neighbourhood  
6c) Advantage Billboard  
10) confirmed presentation for 9:45am  
David C. motioned, David S. seconded, carried.

2) Approval of Minutes from September 2<sup>nd</sup>, 2015  
David S. Motioned, David C. seconded, carried.

3) Young Lions Music Club Summary of West Fest  
Reports from YLMC and minutes from a debrief were distributed to all merchants. They can be requested from the office. Lucas and Bobby spoke about pushing the shopping experience during the day, a more solid traffic flow plan and vendor layout.

4) Christmas Lighting Contract & Electrical Work

The contract for Classic Displays for the Snowflake fixtures needs to be voted. The cost is \$4181 (HST included). Ben motioned, Trevor seconded, carried.

Horizons created a project layout for Sanders-Lampman Electrical. They are going to be working in the two flower beds beside the parkettes. In addition to this, two of the fixtures on wooden poles. They will have quote for us ASAP.

5) Treasurer's Report  
See attached

6) Winter Wander Update  
This year we will be using a 'Shopping Passport' and a billboard for marketing. A variety of entertainment options are being explored. More details at the November meeting.

7) Directory Update  
Spec sheets have been sent out to all merchants. They must be received by October 16<sup>th</sup>, via Trevor Cameron. Take Note, The Casual Gourmet and Westdale Jewellers will all have profile pieces added. Craig will be seeking outside advertising opportunities.

8) McMaster Athletics Update

Craig and Suzanne attended the Homecoming Activation Space. We had a candy guessing game with product from Kuma's Candy. We also gave out a variety of gift cards donated by merchants and Westdale Food Guides. Our TSN 1150 commercials continue to air on games day throughout the regular season.

9) Village Update

Just a reminder that the village will have free 2 hour parking this holiday season, beginning December 1<sup>st</sup> running until January 2<sup>nd</sup>.

Craig investigated a Halloween event at Westdale Theatre, the board will not be pursuing.

Craig met with Julia Davis of the Hamilton Film Office to discuss future productions in the village.

The production manager, along with Craig and Julia will meet for a walk through the village prior to any filming.

Craig will be meeting in the next couple of weeks to go over the 2016 budget for the Annual General Meeting.

10) Snapd Hamilton Presentation

David Comeau from Snapd Hamilton did a presentation. At this point David Simpson had to excuse himself so there was no longer quorum. At the November meeting the board will decide on its contribution to a possible ongoing advertisement that could feature up to 9 merchants.

11) Adjournment: 10:17pm