

Westdale Village BIA Board of Management Minutes
Wednesday, September 2nd, 7:00pm
1038 King St. W, Suite 1, Hamilton

Call to Order: 7:04pm

Present: David Simpson, Trevor Cameron, Suzanne Repei, Ilona Santa, Trisha Aitchison, David Carrothers, Ben Greco.

Absent: Anne Campagna (with regrets), Aidan Johnson

Conflicts of Interest:

1) Approval of Agenda:

Bolded items have been added to items 7 and 10. Trevor motioned, Suzanne seconded, carried

2) Approval of Minutes from August, 5th, 2015:

Item 9) Bistro Tables/Chairs was amended to read, The Westdale Library will seek out permission to store bistro tables and chairs if given direction by the BIA. David C. Motioned, Ilona seconded, carried.

3) New Board Member:

Hollie Pocsai, owner of White Elephant, has been voted in to the Board of Management. She will replace Michael Lubanovic who sold The Westdale Laundromat. Ms. Pocsai will not be able to vote until October, 14th, 2015. David C. motioned, Ilona seconded, carried.

4) Directory:

The directory is slated for end of October/beginning of November release. Trevor and Craig will be circulating coupon specs soon. Four new food establishments need to be chosen because the 4 previous were used in the Food Guide. Weil's Bakery, Bean Bar, Rawlicious and Dragon Court will have until September 28th to confirm interest of participation. Ben motioned, Trevor seconded, carried.

5) **Multi-Zone Ad for CHCH:** A graphic designer fee of \$250 in comparison to \$500 that CHCH is charging required a vote. Suzanne motioned, Trisha seconded, carried.

6) **Snapt Hamilton Adverstising Opportunity:** deferred until a sales representative can come and speak to the board. Craig will arrange for next meeting.

7) McMaster Athletics Opportunity:

Proposal to Westdale BIA
Promotions at McMaster Home Football Games

In-Game Contests:

1. **Purpose:** Drive home how close and convenient Westdale Village is to campus while highlighting the businesses in Westdale and their products/services.
2. **Concept:** A fun, exciting and attention getting competition where participants can win prizes from Westdale merchants while all of the fans in Ron Joyce Stadium cheering for them.
3. **"The Sobi Bike Race to Westdale Village":**

Four contestants are selected from the fans in the stadium and are given Sobi bike share bikes to race. Four cheerleaders stand at midfield, each holding a sign with the name of a different Westdale merchant. The PA announcer gives a quick summary of the rules (the first contestant to ride the bike around his or her assigned merchant and return back to the goal line wins the prize) and then gives the name and a

quick description of each merchant and the prize.

Two (2) contests per game one at the end of the 1st quarter and the other at the end of the third quarter.

This would allow for a total of 32 merchants to be featured during the regular season.

4. **Value:** \$5,000 plus \$1,250 for each home playoff game
5. Bikes and helmets to be provided by McMaster, while prizes and signs to be provided by Westdale Village BIA.
- 6.

Activation Area:

7. **Purpose:** Create awareness of Westdale BIA merchants and provide a means to effectively distribute information and materials to potential customers.
8. **Concept:** Provide signage and exposure for Westdale merchants at a high traffic area in Ron Joyce Stadium where flyers, coupons, samples and other materials can be handed out to fans.
9. **“Westdale Village Market”:** Place a tent or create another well-identified area in a high traffic area at Ron Joyce Stadium where signage and materials can be distributed.
 1. Open before, during and after games (exact times TBD)
 2. Materials can be handed out outside of tent area as well.
10. **Value:** \$2,500 plus \$625 per home playoff game

Tent, signage, materials and staffing to be provided by Westdale BIA. McMaster can provide tables and draping if requested

There are also ads on our football game radio broadcasts on TSN 1150, the new all sports radio station in Hamilton.

The cost per :30 second spot is \$50. So if Westdale Village ran 4 spots during each game the cost would be \$200 for each of the 7 remaining home games or a total of \$1400.

TSN would produce the commercial for no charge.

At this time the BIA will move forward with the TSN 1150 ads. David C. motioned, Ben seconded, carried.

Craig will investigate ticket giveaways and homecoming activation space.

- 8) **Hamilton Spectator:** The board has decided to continue to run its ad from before West Fest for the time being. Will revisit for Winter Wander.
- 9) **Upcoming Events:** Craig will be attending the McMaster Sidewalk Sale on September 10th. The AGM is November 18th, Westdale Library, 7pm. Winter Wander is December 4th from 5 – 10pm. A budget of up to \$1000 has been approved for a Halloween event.
- 10) **New Village Business:** The village will be fitted with ash tray receptacles until the new waste receptacles are installed, graffiti needs to be removed from 2 planters, a gift will be purchased for Gene Ditner (The Cottage Florists) retirement, a job posting will be created for a groundskeeper, Trisha/Craig will begin planter/garden contracts for 2016, a budget committee will be formed for the AGM comprised of Anne, Craig, Trevor and Trisha (Councillor Johnson will be asked to assist).
- 11) **West Fest:** West Fest is this Saturday.
- 12) **Treasurer's Report:** deferred.
- 13) **Adjournment:** Trisha motioned, Ben seconded, carried.