

**Westdale Village BIA  
Board of Management Meeting  
Wednesday, September 2<sup>nd</sup>, 2015 @ 8:30am  
1038 King St. W, Suite 1**

Call to Order:

Present:

Absent:

Conflicts of Interest:

- 1) Approval of Agenda
  
- 2) Approval of Minutes from August, 5<sup>th</sup>, 2015 board meeting.
  
- 3) New Board Member
  
- 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 previous 4 were used for the Food Guide. (**needs vote**)
  
- 5) Multi-Zone Ad for CHCH: A budget of \$250 needs to be approved.
  
- 6) Snapd Hamilton Advertising Opportunity: A full page ad is approximately \$1200 which can advertise the BIA and up to 8 businesses. The board needs to decide if a) they want to participate b) how much they want to contribute c) circulate to merchants to see if there is interest.
  
- 7) McMaster University 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”:**
  1. Four contestants are selected from the fans in the stadium and are given Sobi bike share

- bikes to race.
- 2. Four cheerleaders stand at midfield, each holding a sign with the name of a different Westdale merchant.
- 3. 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.
- 4. Two (2) contests per game one at the end of the 1<sup>st</sup> 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.

**Activation Area:**

- 6. **Purpose:** Create awareness of Westdale BIA merchants and provide a means to effectively distribute information and materials to potential customers.
- 7. **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.
- 8. **“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.
- 9. **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

8) Hamilton Spectator: currently running West Fest ad, need to decide what will run when this over.

9) Upcoming Events to think about: Mac Sidewalk Sale, Halloween, AGM and Winter Wander

10) New Village Business/Updates: Garbage Cans/Ash Receptacles, Groundskeeping, Beautification for 2016, Bistro Tables & Chairs, Banking, Directory

- 11) West Fest this Saturday!
- 12) Treasurers Report: deferred
- 13) Community News Opportunity (needs vote)

14) Adjournment: