

Inglewood BRZ June Board Meeting

Present: Brian, Jake Gordon, Greg, Jane, Penelope, Sarah, Sheldon, Penelope (7 pm)

Apologies: Megan

June 6<sup>th</sup>, 2011

Call to Order: 6:13

Some discussion of e mail regarding board meeting, not everyone got it, **Action: Rebecca to check distribution list (done)**

Approval of May Minutes

*Motion; Jake first, Gordon second, all in favour*

Kaya: Sunfest

-Code available to all. Kaya to circulate this week in BRZ 80 booths, same as last year, more come in at toward the end

-Kaya will be strict with deadlines (July 15<sup>th</sup>)

-Activities: fashion show, car show, pie eating, antique dealers, 5 performers (some cool, funny ones), Minnie mac, the hoola hoop girl, basketball Jones, kidzone through Shakers,

-Marketing; Amp Radio will sponsor, big on social media, all the media outlets will be approached

-New Sunfest website (done by Franko Media, local, much cleaner than previous)

-New banners

-Neighbourhood newsletter, Kelly D.

-Billboard for Sunfest...new website would reflect new artwork

-Some new regulations on fire rules, this information has gone to vendors, fire marshall will be visiting!

-Roads has application on detours already, permits done

Brian: can board have breakdown of cost structure?

Kaya: yes **Action: Kaya will deliver that**

Kaya, can they use the conference room for the performer's space?

Board: Yes- not Rebecca's office

Brian, one more year with AO Shirley?

Kaya: Yes

Kaya: More eco friendly booths

New businesses in expansion need to be included(**Action: Rebecca and Kaya to make sure they get info**)

-Vintage Car Show very popular will be there again, same location

-Ball Hockey tournament? **Action: Kaya and Rebecca to follow up**

Kaya- in Marda Loop, all merchants pay! (It puts it into perspective)

Banner issue with Drive In: - board feels that Drive In location already well known, and the old sign may need some improvement  
-Board is reluctant to remove banners because this creates a precedent that could create a problem whenever other merchants want adjustments (not the only location where merchants could argue that the banners interfere with visibility)

*Motion: To remove the banners in front of Inglewood drive in? - 0 in favour; against removing the banners first by Jane ( ?) Seconded by Gordon, all in favour of NOT removing the banners*

Comments by Gordon on Kaya, Brian gives background on AO Shirley vs. Engage Events (Kaya's company), and the preference to stick with Kaya

Everyone very satisfied with Kaya's performance and delivery

Ferrari dealership in Inglewood GC has been approached by owner, in light of restrictions on closing car lots, this would be a good architectural building, no car lots, pwner will be at board meeting in July

Update on construction adjacent to Circa There is some concern over intent of builder, which the ICA has addressed by requiring retail as part of DP. **Action: Rebecca to send letter requesting formal update on construction status. Concern that the guidelines that were set down by community association maintained.**

Billboards  
-Greg shows work to date, 5 themes, dine, walk, visit, explore, live  
-10 billboards, five of the most thematic, deliver these to Pattison; where does - Christmas in Inglewood/Sunfest  
-Board discussion: Sunfest would have to come under format that board decides on  
-Gordon: are the billboard designs too soft cell?  
-Brian likes the simplicity- rebranding without rebranding

-Back to the drawing board, or preliminary selection now?

**Action: board picks their favourites**

-Repeat five twice each

Possible red and white colours for X Mas, except for the new black?

Location: We need to get Pattison in-put on this-where would the best locations be?

*Motion: We adopt the billboard program utilising the billboard graphics done by Greg Fraser and tag words supported by the board for our 10 billboard campaign starting mid October to mid November.*

*Brian First, seconded by Jane, all in favour!*

**Action: Greg to follow up with Laurel.**

## **Budget**

-After expenses already paid out for 2011 and projected we have about \$35 K

**-Laundry list?**

Penny: signage: Brian addresses signage for 1400 block, that we as a board had pushed the signage issue until 2012; Penelope- plexiglas sign that could go on the side of a building? Gordon: a lot of time would be put into the temporary sign, budget as well, why do something temporary when the reality is that we need a much longer broader plan, more discussion, Penny concerned that she is losing customers because there are too many people who don't know where she is.

-Recycle: this is still possible. \$4000...Greenstart prices are better than those presented by (**Action Jake to look at it again**)

-Direct Mail Out for 50 lb paper, about \$27,000 mail out ends up being about \$50, K GREG CAN YOU FILL IN THE BLANKS for the prices. (Not an ad. it's a feature.) Required: writer, photographer, graphics ...the discussion is can the BRZ be responsible for coordinating these initiatives- they are some complexities, very expensive, do we have the capacity

-Lighting: At this rate, should we put \$15,000 aside for supporting the status quo.**Action Murad to give update in July, Rebecca to look into brighter lights?** General agreement that this seems to be the

direction because it is getting too late to look at alternatives for X Mas 2011

-Christmas in Inglewood...third Thursday in November ( fill in what \$\$ put aside)

ED Report:

Audit, Red Deer conference, signage conflict at Drive In, collective advertising (Rebecca addresses BRZ issue of facilitating cooperative advertising when admin. overheads are high and BRZ not set up for this as a general practice)

ICA Liaison:

IDI June 14<sup>th</sup> at the ICA at 7:30, very important for future of business area in Inglewood. Nenshi to be present at IDI openhouse

**Action: Rebecca to send out Merchant News, Jake to send Rebecca three 'sound bites'**

Also Wildland's Event, Jake has info on volunteer opportunities

Ladies Night, Jane:

Feedback- tags no, flowers 50/50 not that many were thrilled. Penny suggested reusable bags for Ladies Night

What worked: invitations, creative ideas for each business, numerous comments about people returning to revisit the 'hood afterwards.

**Adjourned 8:32**

