

# Pickering Village Business Improvement Area (PVBIA)

## *Meeting Minutes*

**Meeting Date:** December 02, 2014

**Attendees:** Marilyn Crawford, Jutta Genova, Warren Hurren, Don Terry and Khari Gaynor

**Regrets:** Marsha Jones Dooley, Judy Wight

**Guests:** Pickering Village Events Committee (PVEC) Board Members (Ellen G., Patti O., Pat C., Jamie S., and Shireen)

**Conflict of Interest:** None

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- Meeting called to order by Chair, Khari Gaynor at 7:05PM at McEachnie Family Centre
  - Previous meeting minutes for November monthly meeting were reviewed. Warren motioned to approve minutes, seconded by Jutta.

### **2015 Festival Update**

- The Pickering Village Events Committee made a presentation to the board regarding their plans for the June 2015 JAM Festival, and they requested a sponsorship from the PVBIA in the amount \$10,000.00
- Shireen (PVEC Chair) made the presentation and explained the opportunity for the PVBIA to be the "Platinum Sponsor" for the event which would provide the PVBIA with maximal exposure including print ads, banner ads, website, and local posters
- The proposed dates will be Saturday, June 12, 2015 from 12PM to 12AM; and Sunday, June 13, 2015 from 12PM to 7PM (the weekend before Home Week)
- The proposed road closures will be Old Kingston Road on the Saturday from 9AM to 12AM; and Sunday from 9AM to 8PM
- They stated that last year there was approximately 42 vendors, and the PVEC plan is to increase the number of vendors by about 20% in 2015
- Warren motions to provide the PVEC with the \$10,000.00 sponsorship, and the motion was seconded by Khari. The conditions of the sponsorship were to provide \$5,000.00 in December 2014, and the remaining \$5,000.00 would be issued by March 31, 2015 conditional to the PVEC presenting an up to date formal plan and event budget

### **Tree Lighting Update**

- Jutta reported some of the details of the Pickering Village Tree Lighting Ceremony that will be taking place on Friday, December 5<sup>th</sup> from 6:00PM to 8:00PM. She stated entertainment will include balloons, a magic show and carolers
- Jutta indicated that Cupcakes Canada will be providing cookies and cupcakes; and Maraschino's Café will be providing hot apple cider and hot chocolate

