



ELMVALE BIA MINUTES
February 18, 2016 - 5:15 PM
Springwater Library

Elmvale Branch

Present:

Al Pontes, Chair
Bob Simmons, Treasurer
Lillian Fry, Secretary
Heather Sewell, Tourism Director
Brenda Stanley, Marketing Director
Leanne Tuck, Knitwits.ca

Councillor Katy Austin
Councillor Sandy McConkey
Janine Peck, Township of Springwater

Also Present:

Gail Henderson
Alan Tuck, knitwits.ca
Famez Sajed, Idle Fancies
Frank Bates
Paul Piri, Councillor (Aurora)

Regrets:

Peter Kaukola, Tourism Director

1. CALL TO ORDER

1.1. Call to order and welcome.

RECOMMENDATION BIA-01-2016

Moved by: Al Pontes
Seconded by: Lillian Fry

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:15 pm, February 18, 2016.

CARRIED.

2. APPROVAL OF THE MINUTES

There were no previous minutes available for approval.

3. **BUSINESS ARISING FROM THE MINUTES**

None.

4. **DISCLOSURE OF PECUNIARY INTEREST**

None.

5. **DISCUSSION/COMMITTEES**

5.1 Community Improvement Plan

Paul Piri presented feedback to the BIA regarding two visits made by his committee to the Elmvale Business Community. One visit was during Vintage Days and the other on a regular business day. He made constructive suggestions and his presentation may be accessed through the BIA website or by contacting the Township of Springwater.

5.2 Marketing Director's Report

Brenda outlined a prospective radio advertising campaign (the Dock, KICX) involving co-sharing costs between local businesses in Elmvale and the BIA. This could run for approximately 10 weeks through late Spring.

RECOMMENDATION-BIA-02-2016

Moved by: Bob Simmons

Seconded by: Heather Sewell

THAT the BIA board approve up to \$10,000. for the Elmvale Radio Campaign.

CARRIED.

RECOMMENDATION-BIA-03-2016

Moved by: Bob Simmons

Seconded by Heather Sewell

THAT the BIA board approve up to \$1,000. for online/Facebook advertising.

CARRIED.

5.3 Tourism Directors' Report

No Report.

5.4 Treasurer's Report

No Report.

5.5 Councillors' Items

Katy informed the board that there will be an open meeting regarding the Community Improvement Plan on March 7, 2016 at the Township of Springwater admin building. More information is available on the Township website.

6. **NEW BUSINESS** None

7. **ADJOURNMENT**

RECOMMENDATION-BIA-04-2015

Moved by: Al Pontes

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:15 pm to meet next on Thursday March 17, 2016, at 5:15 pm in the Springwater Library, Elmvale Branch.

Al Pontes, Chair

Lillian Fry, Secretary

Open Discussion/Question Period

