



**ELMVALE BIA MINUTES**  
**May 21, 2015 - 5:15 PM**  
**Springwater Library**

**Elmvale Branch**

**Present:**

Al Pontes, Chair  
James Harper, Vice Chair  
Bob Simmons, Treasurer  
Lillian Fry, Secretary  
Brenda Stanley, Marketing Director  
Heather Sewell, Tourism Director  
Peter Kaukola, Tourism Director

Janine Peck, Township of Springwater  
Councillor Katy Austin  
Leanne Tuck, The Gift Shoppe

**Also Present:**

Ward Sullivan, Curbex  
Les Paul Stewart, Data Analyst

**Regrets:**

Councillor Sandy McConkey

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**1. CALL TO ORDER**

- 1.1. Call to Order – Al Pontes welcomed guests Ward Sullivan and Les Paul Stewart. Ward represented Curbex Signage and Les Paul was interested in learning more about the role of the Elmvale BIA. Introductions were made.

**RECOMMENDATION BIA-171-2015**

Moved by: Al Pontes  
Seconded by: Heather Sewell

THAT this Annual General meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:15 pm, May 21, 2015.

**CARRIED.**

**2. APPROVAL OF THE MINUTES**

The minutes/notes for April 9 will be reviewed at the next meeting on June 18.

3. **BUSINESS ARISING FROM THE MINUTES**

None.

4. **DISCLOSURE OF PECUNIARY INTEREST**

None.

5. **DISCUSSION/COMMITTEES**

**5.1 BIA Goals Discussion**

James Harper thinks more special events, festivals would help with local traffic to the area as well as a movie or some kind of half hour film (You Tube, Netflix) about Elmvale. Brenda and James will investigate this opportunity and report at the next meeting.

Leanne Tuck suggested that gift bags by local businesses might generate interest in our area and these could be delivered to locations such as Carriage Hills (Horseshoe Valley Resort). Leanne will find out more about this possibility.

The board members will reflect on ideas to encourage new businesses and support current businesses for further discussion at the next meeting.

**5.2 Marketing Director Report**

Brenda shared the most recent information about the CTV advertising campaign. There were six promotional partners; OK Tire, Market Bazaar, Bourgeois Motors, Home Hardware Building Centre, Home Hardware Rentals and Coffee Time.

**5.3 Tourism Directors' Report**

Heather reported that some members of the Springwater Chamber of Commerce are considering associate membership in the Elmvale BIA.

**5.4 Treasurer's Report**

Bob reported on the Detailed Trial Balance for 2015 as of May 19, 2015. The BIA have \$25,930.41 in reserve plus 8,759.84 before the most recent

expenses. He will have further information at the next meeting once expenses have been paid.

#### 5.5 Ward Sullivan –Curbex Signs

Ward presented information and handouts to describe the Curbex signage program. Curbex would pay for the construction of six (5 by 8) panels, three on each side of the stage and businesses could rent the advertising space for \$150/month. 20% of this amount would be given to the BIA. The BIA could subsidize member businesses. Curbex would also provide waste/recycling bins with signage space for businesses to rent. The BIA signage and a glass-covered message board would be provided by Curbex at no cost. Janine and Katy will find out more about the Township approval process. Any contract with Curbex would require an 'out' clause due to the lease agreement between Suncor and the Township of Springwater which could be subject to change.

### 6. **NEW BUSINESS**

The board discussed special events and Janine said Orillia has won the People's Choice Award for their creative events. ((Street Art – Decorative Doors etc.)

### **ADJOURNMENT**

### **RECOMMENDATION-BIA-172-2015**

Moved by: Al Pontes

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:40 pm to meet next on Thursday June 18, at 5:15 pm in the Springwater Library, Elmvale Branch.

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Al Pontes, Chair

Lillian Fry, Secretary

### 7.

### **Open Discussion/Question Period**



