



ELMVALE BIA MINUTES
April 10, 2014 - 5:15 PM
Springwater Library
Elmvale Branch

Present:

Al Pontes, President
Lillian Fry, Secretary
Bob Simmons, Treasurer
Brenda Stanley, Director at Large
Heather Sewell, Director
Councillor Dan Clement, Township of Springwater
Janine Peck, Township of Springwater

Also Present:

Glenn Stewart, Coffee News

Regrets:

Tim Ashworth

1. CALL TO ORDER

1.1. Call to Order

RECOMMENDATION BIA-119-2014

Moved by: Al Pontes
Seconded by: Bob Simmons

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

CARRIED.

2. APPROVAL OF THE MINUTES

The minutes from March 13, 2014 were distributed by Lillian.

RECOMMENDATION BIA-120-2014

Moved by: Heather

Seconded by: Bob Simmons

THAT the minutes of the BIA meeting dated March 13, 2014 are accepted as revised. Tim Ashworth's name was added to regrets and the BIA was added to #9 in lieu of Al and Brenda.

CARRIED.

3. BUSINESS ARISING FROM THE MINUTES

None

DISCLOSURE OF PECUNIARY INTEREST

4. None

5. DISCUSSION/COMMITTEES

5.1 BIA Corner- Springwater News

Lillian shared a draft of an information corner to be included in the Springwater News. Heather and Lillian will contact Mike Jacobs of Springwater News.

RECOMMENDATION BIA-121-2014

Moved by: Al Pontes

Seconded by: Bob Simmons

THAT the BIA Board approve up to \$600. (plus taxes) for the inclusion of a BIA Corner in the Springwater News.

CARRIED.

5.2 Coffee News

Glenn Stewart shared information about Coffee News which is published weekly. He suggests Coffee News could compliment the current plan for CTV advertising. The cost for the BIA to advertise in Coffee News would be \$2,275 with a start date to be determined in conjunction with the TV campaign and as an added bonus would continue to run through to Thanksgiving weekend at no additional charge.

RECOMMENDATION BIA-122-2014

Moved by: Al Pontes

Seconded by: Heather Sewell

THAT the BIA Board approve \$2275. (plus \$50.and HST) for the Coffee News campaign to run from Thursday April 13 to Thursday October 13.

5.3 CTV/BIA Advertising Campaign

Brenda shared the Elmvale ad which will be aired on CTV and will email a list of these viewing times to the BIA Board.

5.4 Website Committee Update

Heather, Bob and Lillian have almost completed the BIA database and Lillian will email it out prior to the next meeting. Heather shared formats for approval of associate memberships. Heather and Lillian will work on the completion of a letter of approval.

5.5 Events Discussion (deferred to next meeting)

5.6 Park

Janine shared a picture of the proposed Elmvale Gateway Project. This area involves a ten year lease between Suncor and the Township of Springwater. Janine reported that the County of Simcoe and the Township of Springwater have sponsored a company called Ice Culture and they will use the park area on April 26, for the Maple Syrup Festival. They will be making among other items, Maple Toffee on popsicle sticks to offer to the community free of charge.

5.7 Treasurer's Report

Bob distributed; Detailed Trial Balance For 2013 and Detailed Trial Balance for 2014 at the last meeting. This is our most current information from the Township to date

6. NEW BUSINESS

The AGM will be discussed at the next meeting.

7. ADJOURNMENT

RECOMMENDATION BIA-123-2014

Moved by: Lillian

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:30 pm to meet next on May 8, 2014 at 5:15 pm at the Springwater Library, Elmvale Branch.

CARRIED.

Al Pontes, Chair

Lillian Fry, Secretary