



ELMVALE BIA MINUTES
April 11, 2013
5:15 PM
Springwater Library
Elmvale Branch

Present:

Al Pontes, President
Brenda Stanley, Director
Bob Simmons, Director
Heather Sewell, Director
Carmen Gagnon, Director
Councillor Dan Clement, Township of
Springwater

Also Present:

Tim Ashworth
Candi Fox

Regrets:

1. CALL TO ORDER

1.1. Call to Order

RECOMMENDATION BIA-84-2013

Moved by: Bob Simmons
Seconded by: Carmen Gagnon

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 28, 2013 were distributed for review.

RECOMMENDATION BIA-85-2013

Moved by: Al Pontes
Seconded by: Carmen Gagnon

THAT the minutes of the BIA meeting dated March 28 are accepted.

CARRIED.

3. BUSINESS ARISING FROM THE MINUTES

None

4. DISCLOSURE OF PECUNIARY INTEREST

None

5. DISCUSSION

Storefronts & Banners

Bob presented to the board – the new store front banners –
Bob and Janine will be placing them in the window store fronts this week –
completed for the April 20, 2013 – Maple Syrup Festival.

Newsletter

Al and Brenda met with Don Beaulieu on April 4, 2013 regarding the details of the
BIA newsletter. Brenda sent Don all the information, details and images.
A draft will be sent out for board approval next week – printed and mailed out to all
the businesses in Elmvale the week of April 15, 2013.

Rack Card

Final draft of the new rack card will be sent out for board approval. The card will be
completed, printed and distributed by April 19, 2013 for the Maple Syrup Festival.

The board agreed to spend up to \$500.00 to cover the cost of the print of the rack
card.

RECOMMENDATION BIA 86-2013

Moved by: Carmen Gagnon
Seconded by: Heather Sewell

CARRIED.

Facebook Contest

Brenda suggested that we set up a facebook contest, to bring more traffic to the
website. Increase visibility.
A recommendation was made that the BIA contribute \$1000.00 to the contest.

RECOMMENDATION BIA 87-2013

Moved by: Dan Clement

Seconded by: Heather Sewell

CARRIED.

Digital Video:

Brenda suggested a digital video for the Town of Elmvale. Digital advertising is an expanding marketing medium that has the ability to reach individuals and create awareness beyond our community. This dynamic, flexible content will be integrated into the BIA website and our social media platforms.

Moving forward the film crew can attend the Maple Syrup Festival.

A recommendation was made to spend up to \$1500.00 – to start on a digital video of the Town.

RECOMMENDATION BIA-88-2013

Moved by: Rob Howard

Seconded by: Bob Simmons

CARRIED.

Social Media Presence – Facebook page for Elmvale BIA

Brenda presented to the board – the Facebook campaign that will launch on Saturday, April 13, 2013

Twitter for the Elmvale BIA is currently being worked on.

The board authorizes \$1000.00 to support the Elmvale BIA Facebook contest to bring more traffic to our facebook page and website.

Carmen – Database Update – will be completed and emailed this week.

Heather Sewell to forward email regarding conversation

6. Welcome Wagon –Presentation by Candi Fox. Candi is going to submit a proposal to the board to discuss at a future meeting.

7. **ADJOURNMENT**

RECOMMENDATION BIA-89-2013

Moved by: Al Pontes

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:33 pm to meet next on April 25, 2013 at 5:15 pm at the Springwater Library, Elmvale Branch.

CARRIED.

Al Pontes, Chair

Brenda Stanley – Secretary
Volunteer