



ELMVALE BIA MINUTES
August 08,
2013 - 5:15 PM
Springwater Library
Elmvale Branch

Present:

Al Pontes, Chair
Candi Fox – Secretary
Brenda Stanley, Director
Heather Sewell, Director
Councillor Dan Clement, Township of
Springwater
Janine Peck, Township of Springwater

Also Present:

Bob Ord
Faramarz Sajed

Regrets: Carmine Gagnon, Tim Ashworth, Bob Simmons

1. CALL TO ORDER

Call to Order

RECOMMENDATION BIA-103-2013

Moved by: Al Pontes
Seconded by: Brenda Stanley

THAT this General meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:20 pm.

CARRIED.

2. APPROVAL OF THE MINUTES

Disclosure of technical issue preventing distribution and review of July minutes.
Al Pontes proposed assistance in retrieval.

RECOMMENDATION BIA-104-2013

Moved by:

Seconded by:

CARRIED.

3. BUSINESS ARISING FROM THE MINUTES

NONE

DISCLOSURE OF PECUNIARY INTEREST

NONE

4. DISCUSSION

Advertising

Curious – Invoice for August services has been received. Discussion confirmed that Board will continue with advertisement in September as a 6 month commitment was established. Clarification was provided that pricing is reflective of the commitment and will be further passed to its members.

Simcoe County Tourism - Updated on current distribution locations and amounts of previously generated Rack Cards. Simcoe Museum and Tourist Info Booth in Barrie have had drop offs however a review of supplies will take place.

Customer Appreciation

Overall the event was a success although some minor glitches occurred. Successfully, \$1,970.00 in charity items were accumulated and donated. KICX 106 attended and provided music throughout the streets as well as several mentions on the radio encouraging listeners to come to Elmvale and celebrate. Videographer came out to event and had the opportunity of taking great footage to incorporate into the vignette. Unfortunately, the Lions Club fell short as they did not have a key to the car, as well, the Hockey/Skating Clubs elected not to conduct the car wash and some store fronts did not open for business. Lengthy conversation ensued with local business owner, Faramarz Sajeed of Idle Fancies and the Board about ways to improve and work with members cohesively for future events.

Farmers Market - Survey

Detailed information was shared about recent surveys being conducted at the Farmers Market among patrons between 9am and 2pm. Of 155 customers that completed survey ballots that day, it was recorded that 43 were from Elmvale. The question asked was, "If we could wave a magic wand, what would you want to see on the Main Street?" Comments such as DollarStore, Ladies Wear, Eye Doctor and Hotel/Bed & Breakfast were received. Janine Peck, Township of Springwater proposed posing another question to Farmers Market patrons on August 16 in response to Bob Ords suggestion of consistency of business hours throughout the catchment area. Question will read, "What hours would you like

stores to be open everyday?” and “What days would you like all stores open?”

Primary Goals of Elmvale BIA

In light of passionate conversations between the Board and guest members, the primary goals of the Elmvale BIA were cited for affirmation and to maintain focused on the outcome to be achieved. 1. Promote through special events, attractions, advertising and marketing activities. 2. Work with businesses and local organizations to make our community a safe and vibrant place to live, shop and do business. 3. Recruit and attract new businesses and assist with the retention of existing businesses. It was recommended that we brainstorm 4-5 ideas for each of the goals to keep meetings moving smoothly and maintain consistency in our outcomes.

Website Pages, Town Events, Board Contact Info

No discussion occurred.

CARRIED

5. ADJOURNMENT

RECOMMENDATION BIA-106-2013

Moved by: Al Pontes

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:35 pm to meet next on September 12, 2013 at 5:15 pm at the Springwater Library, Elmvale Branch.

CARRIED

Al Pontes, Chair

Candi Fox – Secretary