



**ELMVALE BIA MINUTES**  
**August 20, 2015 - 5:15 PM**  
**Springwater Library**

**Elmvale Branch**

**Present:**

Al Pontes, Chair  
Bob Simmons, Treasurer  
Lillian Fry, Secretary  
Heather Sewell, Tourism Director  
Peter Kaukola, Tourism Director

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

**Also Present:**

Renee Stead, Tanya Snell-What's Up Hut

**Regrets:**

James Harper, Councillor Sandy McConkey, Brenda Stanley

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**1. CALL TO ORDER**

- 1.1. Call to Order, welcome and introduction of guests Renee Stead and Tanya Snell from What's Up Hut.

**RECOMMENDATION BIA-183-2015**

Moved by: Al Pontes  
Seconded by: Janine Peck

THAT this Annual General meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:15 pm, August 20, 2015.

**CARRIED.**

**2. APPROVAL OF THE MINUTES**

The minutes for July 16, 2015 were reviewed for approval.

**RECOMMENDATION BIA-184-2015**

Moved by: Katy Austin  
Seconded by: Bob Simmons

THAT the minutes from July 16, 2015 are accepted as reviewed.

**CARRIED.**

3. **BUSINESS ARISING FROM THE MINUTES**

None

4. **DISCLOSURE OF PECUNIARY INTEREST**

None.

5. **DISCUSSION/COMMITTEES**

**whatsuphut.com**

Renee and Tanya presented information about the What's Up Hut business, an online marketing opportunity. Posters are located at gas stations and they are looking to expand advertising to several areas. They gave out a price list for advertising; Enhanced Listing \$199/year, Rotating Ad \$375/year, and there are several ad-on features; rotating pictures, video link and an offer book \$199 full page offer -\$25/graphics. Firstly they would like to be a promotional partner with the businesses in the BIA. Secondly they would like some introduction to members through endorsement of whatsuphut.com by the Elmvale BIA. Thirdly, they are wondering if there is a sales sharing idea between the BIA and whatsuphut.com to be considered. They can also create a link to BIA website for free and would like to develop mutual and collaborative marketing opportunities.

**5.1 Community Improvement Plan**

Deferred to next meeting.

**5.2 Vintage Committee Report**

Peter and Heather reported on the Vintage Day event on August 21. The event was well attended and it is hoped that this event could become a yearly one. Unfortunately, the committee members felt there was not enough help and much more time would be required for planning of the event. Activities included; Art in the Park, The Blues (Wayne Buttery and Charlie Hinkel), Rock and Roll (Gary and Madeline French, Bill Chambers, Robert MacDonald, The Northern Jewels Cloggers, Rock and Roll (Diablo Suns) Wasaga Cruisers, Classic Car Show, music by "Tucci", Charlie Chaplin, Face Painting Clown, Buskers, "Owen" the Magician, Antique Show and Sale (Community Hall) Farmers' Market, Antique Appraisal, and sidewalk sales of antiques and vintage items. It was very successful for a first-time event and hopefully will become a yearly one.

**RECOMMENDATION-BIA-185-2015**

Moved by: Al Pontes

Seconded by: Janine Peck

THAT the BIA board approve up to \$500. for music and entertainment expenses and up; to \$400. For miscellaneous expenses as a result of the Vintage Day Event.

**CARRIED.**

5.3 Marketing Director's Report

No Report.

5.4 Tourism Directors' Report

No Report.

5.5 Treasurer's Report

Bob reported that we have spent \$10536.51 of BIA budget to date. We will have a balance of approximately \$20,000. by the end of December 2015 which includes the reserve and some amounts owing that will have been paid.

5.6 Councillors' Items

Katy reported that a square dancing event will be held in the Elmvale Community Hall on October 17. Lorraine Sutton is the contact person and they are working on brining cultural activities to Elmvale.

6. **NEW BUSINESS** None

7. **ADJOURNMENT**

**RECOMMENDATION-BIA-186-2015**

Moved by: Al Pontes

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:10 pm to meet next on Thursday September 17, at 5:15 pm in the Springwater Library, Elmvale Branch.

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Al Pontes, Chair

Lillian Fry, Secretary

**Open Discussion/Question Period**

