



ELMVALE BIA MINUTES
August 21, 2014 - 5:15 PM
Springwater Library
Elmvale Branch

Present:

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

Also Present:

Ralph DiPaola-DiPaola Holdings
Donna Kenwell-Guest
Leanne Tuck-The Gift Shoppe Elmvale

Regrets:

Tim Ashworth, Director

1. CALL TO ORDER

1.1. Call to Order

RECOMMENDATION BIA-131-2014

Moved by: Bob Simmons
Seconded by: Lillian Fry

THAT this General meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:15 pm, Aug 21, 2014.

CARRIED.

2. APPROVAL OF THE MINUTES

The minutes from June 19, 2014 were distributed by Lillian.

RECOMMENDATION BIA-132-2014

Moved by: Bob Simmons
Seconded by Brenda Stanley

THAT the minutes of the BIA meeting dated June 19, 2014 are accepted.

CARRIED.

3. BUSINESS ARISING FROM THE MINUTES

None.

4. DISCLOSURE OF PECUNIARY INTEREST

None.

5. DISCUSSION/COMMITTEES

5.1 All Candidates Meeting

There was discussion about the viability of hosting an All Candidates Meeting for the upcoming election. Information is available on the Township of Springwater website regarding the criteria for hosting All Candidate Meetings. Since the BIA is a committee of council and would not meet some of the criteria outlined, the Board decided the hosting would not be appropriate.

5.2 Garage Sale Report

Heather reported that the Huge Community Garage Sale was a success and brought a lot of visitors into town. Several retailers commented on the increased business and some retailers also had booths at the garage sale. The event paid for itself with \$690. brought in and \$687. paid for advertising.

5.3 Advertising Campaign

Brenda has been in contact with CTV and they are putting together a proposal for a second round of advertising that would possibly begin the third week in September and end at the end of December. This would include Fall Fair and all the Christmas events. The BIA would pay possibly \$5-6000. She has also been in contact with the KICX and THE DOC for radio advertising. This would involve donations from each interested business. Bob will review the financial statements of the BIA to ensure funds are available for an advertising campaign.

5.4 Director Positions

Lillian introduced discussion about director positions and the need for more directors. Janine will contact John Daly to find out the procedure for adding directors and will share this at the next meeting.

5.5 Fall Fair

The BIA booth materials for the Fall Fair are currently being stored at the Township of Springwater office buildings. Fall Fair will be discussed at the next meeting.

5.6 Signage

The board discussed the idea of the BIA co-sponsoring signage with BIA business members at the June 19 meeting. This topic is deferred to our next meeting. Janine will find out about the signage bylaws and Brenda will share pricing possibilities with various signage companies.

6. NEW BUSINESS

Ralph noted that it is difficult for property owners who are not also business operators in the BIA catchment area, to know what is going on. The Board discussed the current venues for communication such as; the BIA website, email, newsletter mailings, BIA communication corner in The Springwater News, phone calls, etc.). Janine will find out if a BIA information notice could be mailed out to property owners with the tax notice, (possibly once a year) to enhance communication.

ADJOURNMENT

7. RECOMMENDATION BIA-133-2014

Moved by: Al Pontes

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:15 pm to meet next on September 18, 2014 at 5:15 pm at the Springwater Library, Elmvale Branch.

CARRIED.

Al Pontes, Chair

Lillian Fry, Secretary

