

**Present:**

Al Pontes, President  
Rob Howard, Vice-President  
Lillian Fry, Secretary/Treasurer  
Brenda Stanley, Director  
Bob Simmons, Director  
Heather Sewell, Director  
Carmen Gagnon, Director  
Councillor Dan Clement, Council  
Representative

**Also Present:**

Tim Ashworth – Jack's on Queen  
Laura Thompson, Township of  
Springwater Representative

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**1. CALL TO ORDER**

1.1. Call to Order

**RECOMMENDATION BIA-16-2012**

Moved by: Al Pontes

Seconded by: Rob Howard

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

**CARRIED**

**2. BIA Minutes of August 9, 2012**

**RECOMMENDATION BIA-17-2012**

Moved by; Al Pontes

Seconded by; Rob Howard

THAT the minutes of the August 9, 2012 meeting of the BIA board of directors and members be adopted as presented.

**CARRIED**

### 3. **DISCLOSURE OF PECUNIARY INTEREST**

None noted.

### 4. **DISCUSSION**

- 4.1. Laura Thompson, Al Pontes and Lillian Fry will set a date to meet with Laurie ~~Lori~~ Kennard (Director of Finance, -Township of Springwater) to plan the accounting process for the BIA budget.
- 4.2 Following discussion, dates were set for the next seven BIA meetings of 2012. These will be; Sept 6 & 20, Oct. 11 & 25, Nov. 8 & 22, Dec. 6.
- 4.3 Branding sub-committee – verbal report  
Several quotations for logo/tag line designs have been received. All of the submissions were in the proximity of \$500. Rob, Lillian and Brenda will review these responses to provide feedback at the next BIA meeting.

#### **RECOMMENDATION-BIA-17-2012**

Moved by: Rob Howard  
Seconded by: Carmen Gagnon

THAT the board ~~approve~~ the amount of \$1000~~.~~ for the design of logo/tag lines to promote the BIA/community of Elmvale.

- 4.4 Rob shared information from the Wasaga Dunes/Wasaga Pines campsite on map advertising. The board discussed this and other options. Laura said the Township of Springwater website, the link and the Simcoe County Community Guide could be useful tools for BIA advertising and communication.  
Springwater News was also discussed with an ~~intent~~ to invite Mike Jacobs to one of our upcoming meetings.

#### **RECOMMENDATION-BIA-18-2012**

Moved by; Heather Sewell  
Seconded by: Lillian Fry

THAT the Wasaga Dunes/Wasaga Pines map advertising opportunity be considered at a later date and we explore options discussed.

**4.5** Event sub-committee-verbal report

The use of the sign at the entrance of the community of Elmvale has been booked for the “End of Summer Celebrations/Sidewalk Festivities, Aug 31, Sept 1 & 2”. Bob has purchased helium tanks/balloons and Lillian will have the balloons available at The Village Shoppe on Friday August 31. (10 for \$10.)

Heather contacted a local photographer (Mike Guilbault) to provide a quote for photographs of Elmvale businesses and owners to be used for our Fall Fair booth. Al suggested that individual businesses could pay for their own pictures. The board decided not to spend monies on this at this time.

Rob volunteered to put together a slide show for the Fall Fair booth if businesses can send him pictures. Rob and Lillian will contact photographers to see if they can provide a price to do street scenes of Elmvale.

Heather distributed partial lists of Elmvale business locations. These were divided up and members will use a script to contact each location so that the board can develop an updated contact database for the BIA.

**4.6** Tim Ashworth –Group Advertising

Tim shared his previous experiences as a business member with the Bayfield Mall Membership Association and outlined the benefits of group advertising. Essentially, if we can take advantage of block advertising whether that in the form of newspaper, brochures, signage etc., we can achieve better rates.

**5. ADJOURNMENT**

**5.1. Adjournment**

**RECOMMENDATION BIA-19-2012**

Moved by: Al Pontes

THAT this meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:30 pm to meet next on Sept. 6, 2012 at 5:15pm at the Springwater Library, Elmvale Branch.

**CARRIED**

Township of Springwater  
Elmvale Business Improvement Area – August 23, 2012

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Al Pontes, Chair

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Lillian Fry, Secretary/Treasurer