

Present:

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

Also Present:

Councillor Dan Clement, Council
Representative
Jim Lapcevich – Tim Horton's
Tim Ashworth – Jack's on Queen

Regrets:

Laura Thompson, Township of Springwater Representative

1. CALL TO ORDER

1.1. Call to Order

RECOMMENDATION BIA-12-2012

Moved by: Al Pontes
Seconded by: Lillian Fry

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

CARRIED

2. DISCLOSURE OF PECUNIARY INTEREST

None noted.

3. PRESENTATIONS

None

4. REPORTS FOR DISCUSSION

4.1. Logo/Tag Line/Advertising Committee

On behalf of the committee Rob circulated a handout of ideas for tag lines and logos. He provided a summary based on the committee meeting, personal research and the Township of Springwater Branding Study.

RECOMMENDATION BIA-13-2012

Moved by: Rob Howard

Seconded by: Al Pontes

THAT Rob design a proposal to submit to interested parties to design a logo and tag line for the Village of Elmvale with a possible submission deadline of August 23rd.

And

THAT Board members will submit further ideas/suggestions to Rob by email prior to the next meeting.

4.2

Events Committee

On behalf of the committee, Heather presented a variety of event ideas both current and proposed for the Village of Elmvale. The board discussed an end of summer sale. Heather suggested we contact business owners by telephone initially to introduce the BIA and obtain current information.

RECOMMENDATION BIA-14-1012

Moved by: Heather Sewell

Seconded by: Bob Simmons

That the events committee plan an end of summer sale/event for August 31, Sept 1, and 2 (Labour Day Weekend).

And

THAT the events committee make a contact list of current business owners and their updated information.

5. ADJOURNMENT

5.1. Adjournment

RECOMMENDATION BIA-15-2012

Moved by: Bob Simmons

THAT this meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:40 pm to meet next on August 23, 2012 at 5:15pm at the Springwater Library, Elmvale Branch.

CARRIED

Al Pontes, Chair

Lillian Fry, Secretary/Treasurer