



**ELMVALE BIA MINUTES**  
**December 18, 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

**Also Present:**

Peter Kakaula-Market Bazaar

**Regrets:**

Tim Ashworth, Director, Katie Austin-Councillor Township of Springwater, Sandy McConkey-Councillor, Township of Springwater, Bill French-Mayor, Township of Springwater

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**1. CALL TO ORDER**

**1.1. Call to Order**

**RECOMMENDATION BIA-149-2014**

Moved by: Al Pontes  
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, Dec. 18, 2014.

**CARRIED.**

**2. APPROVAL OF THE MINUTES**

The minutes for November 20, 2014 were distributed by Lillian.

**RECOMMENDATION BIA-150-2014**

Moved by: Bob Simmons

Seconded by: Heather Sewell

THAT the minutes of the BIA meeting dated November 20, 2014 are accepted.

**CARRIED.**

**3. BUSINESS ARISING FROM THE MINUTES**

None.

**4. DISCLOSURE OF PECUNIARY INTEREST**

None.

**5. DISCUSSION/COMMITTEES**

**5.1 Planning of AGM**

The board discussed the upcoming AGM for January 7 @ 5:15 pm at the Elmvale Library. Brenda shared the AGM invitation that will be mailed to BIA members. Notification will also go out to businesses by an email blast, and through the BIA website. Janine will arrange for a mailing from the Township of Springwater to property owners in the BIA catchment area and Lillian has posted the AGM ad in the Springwater News. The board discussed the communication, agenda and venue for the AGM.

**5.2 Advertising Campaign**

Brenda reported that there were two advertising campaigns run from Dec 7-12 to promote seasonal events and shopping in Elmvale. The cost was \$1200. for a total of 43 advertising spots.

**5.3 Budget Update**

No report at this time. Heather submitted a list of expenditures to Bob (Treasurer) for the December events.

**5.4 Events Summary**

Heather reported that the Tree Lighting event was very successful and well-attended. People enjoyed the crafts (Heather Sewell), carol singing (Katie Austin and local students) and the Wheel of Fortune activity (Peter Kakaula). For next year, more help is needed and more stores need to be open. In addition, improved lighting is needed for the stage area.

6. **NEW BUSINESS**

Heather shared an upcoming event being run by the Elmvale Community Church. On Christmas Eve, they will have live animals, carol singing, hot chocolate and goodie bags for the children. They will be using the corner Park area. Everyone is welcome.

7. **ADJOURNMENT**

**RECOMMENDATION-BIA-151-2014**

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 Wednesday January 7, at 5:15 pm in the Springwater Library, Elmvale Branch for the Annual General Meeting.

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Al Pontes, Chair

Lillian Fry, Secretary

