

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, Township of
Springwater

Also Present:

Wendy Patterson, Heart of Business

Regrets:

1. CALL TO ORDER

1.1. Call to Order

RECOMMENDATION BIA-54-2012

Moved by: Lillian Fry
Seconded by: Carmen Gagnon

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

CARRIED.

2. APPROVAL OF MINUTES

The minutes of the BIA meeting dated November 22 were presented.

RECOMMENDATION BIA-55-2012

Moved by: Rob Howard
Seconded by: Heather Sewell

THAT the minutes of the BIA meeting dated November 22 be accepted as

amended.

CARRIED.

3. DISCLOSURE OF PECUNIARY INTEREST

None

4. DISCUSSION

4.1 Advertising

The board discussed advertising - DOCK, KICX to promote the holiday shopping. Rob will share the role of contacting local businesses to inform them of the suggestion to be open on Friday Dec. 14 until 9:00 pm.

RECOMMENDATION BIA 56-2012

Moved by: Al Pontes
Seconded by: Lillian Fry

THAT the board approve an advertisement to be designed to promote holiday shopping in Elmvale.

CARRIED.

4.2 December 14 Event

Brenda will contact the local high school to arrange for carol singers for the tree lighting event. Wendy reported that there were six winners of the poster contest. Al will reproduce the winner's posters to put in local shops. The winners will be given a monetary prize of \$30. each.

RECOMMENDATION BIA 57-2012

Moved by: Brenda Stanley
Seconded by: Al Pontes

THAT the board approve the expenditure up to \$75.00 to Georgian Mobile Signs for costs to advertise the shopping event at the Petro Canada corner.

CARRIED.

4.3 Wasaga Tourist Guide

Heather shared information about the rates for the Wasaga Tourist Guide. The deadline for participation is January 15, 2013.

Lillian provided an updated summary of BIA funds to date. A Statement of Operations and a Trial Balance for 2012 was distributed. The BIA balance is \$20,684.83.

4.4 Website Design

The board discussed the need for a BIA website. (Brenda Stanley was not present for this part of the meeting).

RECOMMENDATION-58-BIA-2012

That THE BOARD ALLOCATE UP TO \$2000. to Heart of Business for website development for the BIA.

Moved by: Bob Simmons

Seconded by: Heather Sewell

CARRIED.

5. ADJOURNMENT

5.1. Adjournment

RECOMMENDATION BIA-59-2012

Moved by: Lillian Fry

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:30 pm to meet next on January 10, 2013 at 5:15 pm at the Springwater Library, Elmvale Branch.

CARRIED.

Township of Springwater
Elmvale Business Improvement Area – December 4, 2012

Al Pontes, Chair

Lillian Fry, Secretary/Treasurer