



ELMVALE BIA MINUTES
February 12, 2015 - 5:15 PM
Springwater Library
Elmvale Branch

Present:

Al Pontes, President
Bob Simmons, Treasurer
Lillian Fry, Secretary
Brenda Stanley, Director
Heather Sewell, Director

James Harper, The Trading Post
Peter Kaukola, Market Bazaar
Councillor Katy Austin
Councillor Sandy McConkey
Mayor Bill French
Sharon Chambers, Elmvale and District
Horticultural Society

Regrets:

Janine Peck, Township of Springwater, Leanne Tuck, The Gift Shoppe

1. CALL TO ORDER

- 1.1. Call to Order – Al welcomed guests Mayor Bill French and Sharon Chambers of the Elmvale and District Horticultural Society. Introductions were made.

RECOMMENDATION BIA-161-2015

Moved by: Al Pontes
Seconded by: Heather Sewell

THAT this Annual General meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:15 pm, Feb. 12, 2015.

CARRIED.

2. APPROVAL OF THE MINUTES

The minutes for January 22, 2015 were reviewed by those in attendance for approval.

RECOMMENDATION- BIA-162-2015

Moved by: Al Pontes
Seconded by: Bob Simmons

THAT the minutes of the BIA meeting dated January 22, 2015 are approved and accepted.

CARRIED.

3. BUSINESS ARISING FROM THE MINUTES

The Snowmobile Trail Association have made some changes that have improved access for snowmobilers to Elmvale. This seems to be working well.

4. DISCLOSURE OF PECUNIARY INTEREST

None.

5. DISCUSSION/COMMITTEES

5.1 Executive Positions and Directors

The board discussed the establishment of new positions for 2015.

RECOMMENDATION BIA-163-2015

Moved by: Peter Kaukola

Seconded by: Brenda Stanley

THAT the following positions be accepted as the new BIA board for the next term (2015-2018).

Chairperson-Al Pontes, Vice-Chair-James Harper, Treasurer-Bob Simmons, Secretary-Lillian Fry, Marketing Director-Brenda Stanley, Tourism Directors-Heather Sewell, Peter Kaukola

AND THAT the board position for Leanne Tuck will be decided at the next meeting of the BIA Board on March 12.

CARRIED.

5.2 Advertising Update

Heather and Al shared the map from Looking Over Southern Georgian Bay and the board discussed advertising opportunities in this publication.

RECOMMENDATION-BIA-164-2015

Moved by: Heather Sewell

Seconded by: Al Pontes

THAT the board commit up to \$300. for advertising in the Looking Over Southern Georgian Bay publication.

CARRIED.

5.3 BIA Goals for 2015

Deferred to next meeting.

5.4 Business Attraction

Deferred to next meeting. Mayor Bill French indicated he is a strong supporter of Elmvale and has formed an Economic Development Committee to focus on business attraction and development. He offered his assistance and encouraged the BIA Board to bring their ideas to Council meetings. The board discussed future growth as well as the value of the Elmvale District High School.

5.5 Budget

Deferred to next meeting. Al and Bob will meet with Shelley at Springwater Township to get an update of the BIA financial statements. This will be shared at the next meeting and will provide a framework for goal setting and business attraction for the next term.

6. NEW BUSINESS

Sharon Chambers shared the Springwater News ad 'Bloomzin Elmvale' which is seeking sponsors for the flower baskets on Elmvale's main street. The cost for each basket is \$65. The board discussed the costs of maintaining these baskets by the Township and how the baskets enhance village pride.

Katy Austin has been making inquiries about the feasibility of having a bus shelter in Elmvale. The board members thought this was a good idea and she will keep us posted.

Heather will find out more information to share with the board about Roger Brooks who is known for designing 'Destination Communities'.

7. **ADJOURNMENT**

RECOMMENDATION-BIA-165-2015

Moved by: Al Pontes

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:40 pm to meet next on Thursday March 12, at 5:15 pm in the Springwater Library, Elmvale Branch.

Al Pontes, Chair

Lillian Fry, Secretary

Open Discussion/Question Period

