



ELMVALE BIA MINUTES  
February 13, 2014  
5:15 PM  
Springwater Library  
Elmvale Branch

**Present:**

Al Pontes, President  
Bob Simmons, Treasurer  
Brenda Stanley, Director  
Heather Sewell, Director  
Janine Peck, Township of Springwater  
Dan Clement, Township of Springwater

**Absent: Tim Ashworth**

**Carmen Gagnon**

**Guests:**

**Katie Austin**  
**Mike Guilbault**

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**1. CALL TO ORDER**

Call to Order

Welcome guests – Katie Austin and Mike Guilbault

**RECOMMENDATION BIA-111-2013**

Moved by: Al Pontes

Seconded by: Heather

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

**CARRIED.**

**2. APPROVAL OF THE MINUTES**

The Minutes of Meeting – Correction – Dan Clement was in attendance January meeting.

**RECOMMENDATION BIA-112-2013**

Moved by: Al Pontes

Seconded by: Janine Peck

**CARRIED.**

**3. BUSINESS ARISING FROM THE MINUTES – Not at this time.**

**DISCLOSURE OF PECUNIARY INTEREST**

NONE

**4 DISCUSSION**

The Tiny Cottager - A general discussion – around placing an ad in the Spring/Summer 2014 edition. AI to update board – March 13, 2014

Georgian Bay: Heather & Brenda to prepare info and send to editor of Georgian Bay.

Looking over Georgian Bay Map: AI brought to the board: 30,000 copies, Display ads: Small: \$155, Medium: \$265, Feature: \$475  
Recommendation: Feature ad for discount \$300  
Approved: Moved by: Dan Clement  
Seconded by: AI Pontes

Elmvale Maple Syrup Festival Booklet: Brenda created ad for the guide, Ad was approved by the board through email. Advertising budget up to \$250 was approved.

Elmvale Data Base: Janine and Brenda to meet and work through the data base. An update at the next meeting.

Elmvale BIA – Partners with Barrie CTV Presentation: Brenda presented a campaign to the board, encouraging a partnership strategy with CTV and the Elmvale BIA. It invites the participation of six Elmvale area businesses who will also be partners. Once assembled, this partnership will enable BIA to deliver a weighted TV campaign designed to reach the audiences we target, in the many markets that we need to reach.

**OBJECTIVE:**

- ✓ Help launch and establish the Elmvale business brand
- ✓ Position Elmvale as a preeminent shopping destination with its' unique stores and services for every shopping need
- ✓ Generate mass top-of-mind awareness for Elmvale as a shopping destination
- ✓ Execute these branding & awareness criteria in the multiple target markets

that the Elmvale BIA needs to reach

- ✓ Offer an advertising opportunity to area businesses that ensures six Elmvale area businesses participate
- ✓ Most importantly, generate customer traffic and sales for Elmvale area businesses

#### STRATEGY:

Optimize generating mass regional top-of-mind awareness for the Elmvale BIA brand via heavy spot frequency & audience delivery.

#### A Multiple Commercial Platform:

- ✓ A series of vignette commercials will present the diverse retail shopping opportunities in Elmvale and area
- ✓ Commercials could be categorically themed to include food; entertainment; fashion; furnishings; specialty and service etc.
- ✓ A strong presence in the regional CTV 6PM News and proven CTV programs will ensure the new Elmvale message is seen & heard
- ✓ An on-line digital campaign on the CTV Barrie News site reinforces the same call-to-action and web site promotion of [www.elmvalebia.ca](http://www.elmvalebia.ca)

#### CAMPAIGN SUGGESTION:

- ✓ Campaign Dates: March 27 – June 27
- ✓ Campaign Format: :30 (second) Commercials
- ✓ Flight: Consecutive Weeks -- go to streaming the ads
- ✓ Number of on-air Weeks: Ten
- ✓ Total Number of Commercial Placements: 300
- ✓ Total Gross Audience Impressions (Adults 35+): 5,297,500
- ✓ Total Barrie EM Gross Ratings Delivered: 629
- ✓ Exceptional Cost Efficiency: CPM = \$3.40
- ✓ 40,000 top page banner ads at [www.ctvnewsbarrie.ca](http://www.ctvnewsbarrie.ca)

- ✓ 18,000 commitment - BIA matches \$9000.00 with 6 partners - \$9000.00

Board approved moving forward with a community meeting – engaging the audience and finding 6 partners. Al and Brenda to meet with potential partners and report back to the board.

Approved: Pending a partnership with 6 potential businesses.

Moved by: Dan Clement  
Seconded by: Bob Simmons

Suggestion: A BIA board meeting in 2 weeks to discuss a platform...and a community meeting to present the campaign.

**Other Business:**

AGM – TBA

**Deferred:** -- Executive board selection for Vice chair and secretary

**5. ADJOURNMENT**

**RECOMMENDATION BIA-113-2013**

Moved by: Brenda Stanley  
Seconded by: Bob Simmons

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:33 pm to meet next on March 13, 2014 at 5:15 pm at the Springwater Library, Elmvale Branch.

**CARRIED**

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Al Pontes, Chair

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Secretary