



**ELMVALE BIA MINUTES**  
**February 21, 2013 - 5:15 PM**  
**Springwater Library**  
**Elmvale Branch**

**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  
Janine Peck, Township of Springwater

**Also Present:**

Wendy Paterson, Volunteer  
Pam Higgins, Social Media Consultant  
Don Beaulieu, Photographer/Reporter  
Jim Pratt, Realtor  
Bruce Roberts, Rental  
Sharon Chambers, Horticultural Society

**Regrets:**

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**1. CALL TO ORDER**

1.1. Call to Order

**RECOMMENDATION BIA-67-2013**

Moved by: Lillian Fry  
Seconded by: Al Pontes

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 THE MINUTES**

The minutes from February 21, 2013 were distributed for review.

**RECOMMENDATION BIA-68-2013**

Moved by: Bob Simmons

Seconded by: Carmen Gagnon

THAT the minutes of the BIA meeting dated February 7 are accepted as amended. (Rob Howard not present).

**CARRIED.**

**3. BUSINESS ARISING FROM THE MINUTES**

None

**DISCLOSURE OF PECUNIARY INTEREST**

4. None

**5. PRESENTATIONS**

**5.1 Newsletter**

Don Beaulieu circulated a sample newsletter. He suggested an online version with a few copies to be mailed directly to BIA members. It would have information about the BIA such as a list of executive members, meeting dates, minutes, information updates and could feature individual businesses. Don gave out two copies of pricing proposals.

**5.2 Social Media**

Pam Higgins circulated a proposal with prices for monitoring the social networking sites. She highly recommends the BIA consider a Facebook page and Twitter.

**5.3 Horticultural Society**

Sharon Chambers provided a summary about the Horticultural Society. They have been involved in the community since 1979. They currently have 63 members and a youth group known as the "Earth Keepers" who help with beautification of the village. The Horticultural Society also work with the Township to keep flowers watered and planters maintained. They distribute a yearly Horticultural booklet, partially sponsored by local businesses.

6.

BIA website

Brenda presented the BIA website and requested input. She will send board members a link to the website so that they can provide suggestions. She also requested the board send pictures that could be used on the website. Brenda highlighted features of the website, links and benefits. The Town Digest initiative recommended by Heather could be incorporated into the website.

7.

Communications

8. Carmen reported the email database is not quite ready. She said that SNAP will offer a deal for advertising.

Budget

9.

Lillian reported that the balance of BIA funds is approximately \$16000.

Vice Chair

Rob reported that he will be able to continue in the Vice Chair position at least until the end of March. Janine said she will get more details regarding procedure for replacement of a board member.

10.

**RECOMMENDATION BIA-69-2013**

Moved by: Al Pontes  
Seconded by: Carmen Gagnon

THAT the board approves up to \$300. to Don Beaulieu to produce three newsletters, one per month for the next three months.

11. **CARRIED.**

**RECOMMENDATION BIA-70-2013**

Moved by; Brenda Stanley  
Seconded by: Carmen Gagnon

THAT the board approves a mailing of approximately 124 businesses to the

members of the BIA of the newsletters.

**CARRIED.**

## **12. ADJOURNMENT**

### **RECOMMENDATION BIA-71-2013**

Moved by: Lillian Fry

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:55 pm to meet next on March 7, 2013 at 5:15 pm at the Springwater Library, Elmvale Branch.

**CARRIED.**

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Al Pontes, Chair

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Lillian Fry, Secretary/Treasurer