



ELMVALE BIA MINUTES
February 7, 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, Heart of Business
Candi Fox, Welcome Wagon
Peter Kaukola, Market Bazaar
Mike Jacobs, Springwater News
Pam Higgins, Social Media Consultant
Don Beaulieu, Photographer/Reporter

Regrets:

1. CALL TO ORDER

1.1. Call to Order

RECOMMENDATION BIA-64-2013

Moved by: Lillian Fry
Seconded by: Bob Simmons

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 January 17, 2013 were distributed for review.

RECOMMENDATION BIA-65-2013

Moved by: Bob Simmons

Seconded by: Carmen Gagnon

THAT the minutes of the BIA meeting dated January 17 are accepted as presented.

CARRIED.

3. BUSINESS ARISING FROM THE MINUTES

Brenda will design an ad to be put in the Maple Syrup Guide.

DISCLOSURE OF PECUNIARY INTEREST

4. None

5. DISCUSSION

5.1 Advertising

Mike Jacobs shared information on advertising opportunities in the Springwater News. He will put together some suggestions, including pricing for the board to review. This would include a half page space for BIA advertising and local businesses. A decision will be made by the board at the next meeting.

5.2 Heather Sewell shared ideas on a Town Digest that would allow for local businesses to advertise. It would be similar to the Maple Syrup Guide. The board discussed ideas for the Town Digest. Heather distributed an outline of the purposes of a digest, pricing guide and a sample digest. The board will review the handouts and make a decision at the next meeting.

5.3 Communications Carmen has almost completed an updated email database for the BIA members. It will be ready at the next meeting. Don Beaulieu offered his services to do a monthly newsletter for the BIA if they are interested. He will bring some pricing suggestions and samples to share at the next meeting.

6.1 BIA website – Social Media Advertising and BIA tri-fold brochure. Brenda will report on the BIA website at the next meeting. Al reported that the brochure is not ready yet. Pam Higgins (currently working on the Wye Marsh facebook page) did a presentation on the importance of Social Media Advertising and Social Networking. She provided some statistics on the effectiveness of Facebook, Twitter, Wikipedia and LinkedIn. She also highlighted; Blogging, Photo Sharing, Video Sharing, Podcasts, Message Boards, Micro Blogging, Widgets, Social Networking and Chat Rooms.

- 6.2** Janine Peck shared an update with the board on the new Township of Springwater Recreational Guide. It is also available online on the Township website and will include a 'count down' feature that people can access to see if courses are filled.
- 7.1** Budget
Lillian distributed/emailed a summary of recommendations made to date for the board to review. An updated financial report will be shared at the next meeting.
- 8.1** Beautification
Carmen will be meeting with Jim Lapcevich (Tim Horton's) to list some ideas for visual improvements to Yonge Street. These will be shared at the next meeting.

5. ADJOURNMENT

5.1. Adjournment

RECOMMENDATION BIA-67-2012

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 February 21, 2013 at 5:15 pm at the Springwater Library, Elmvale Branch.

CARRIED.

