

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
Jim Lapcevich, Tim Horton's

Regrets:

1. CALL TO ORDER

1.1. Call to Order

RECOMMENDATION BIA-60-2013

Moved by: Al Pontes

Seconded by: Brenda Stanley

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

CARRIED.

2. DEFERRAL OF APPROVAL OF THE MINUTES

The meeting of January 10 was an informal one consisting of some of the board members. No recommendations or minutes were made.

RECOMMENDATION BIA-61-2013

Moved by: Al Pontes

Seconded by: Heather Sewell

THAT the minutes of the BIA meeting dated December 4 and January 17 be reviewed at the next meeting.

CARRIED.

3. DISCLOSURE OF PECUNIARY INTEREST

None

4. DISCUSSION

4.1 Business Attraction and Retention

The board discussed business attraction and retention. Bob Simmons offered to contact some business owners to get further input.

4.2 Communications

The board discussed options of how to improve and expand communications with business owners of the BIA. Carmen, Lillian and Brenda will meet to work on the BIA database and co-ordinate resources to have a more comprehensive email list. The LINK will be used in the Springwater News to communicate BIA events/information.

4.3 Marketing, BIA website and BIA tri-fold brochure

The board discussed marketing strategies. Brenda, Rob and Al will work on marketing strategies. Brenda will work on the website for the BIA and Al will work on the tri-fold brochure.

RECOMMENDATON BIA 62-2013

Moved by: Al Pontes

Seconded by: Bob Simmons

THAT the board approve placing a half page ad for the BIA in the 2013 Maple Syrup Guide at a cost not exceeding \$350. plus HST.

CARRIED.

4.4

Budget

The board discussed the budget. A current update will be provided at the next meeting.

4.5 Beautification

The board discussed beautification with particular reference to Yonge Street. Heather, Jim and Carmen will work on this initiative.

- 4.6** The following items will be discussed at the next meeting; BIA website, AGM, Events. The new Business Development Officer is Jeannine Peck and will be invited to attend the February 7 meeting of the BIA.

5. ADJOURNMENT

5.1. Adjournment

RECOMMENDATION BIA-63-2012

Moved by: Al Pontes

Seconded 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 February 7, 2013 at 5:15 pm at the Springwater Library, Elmvale Branch.

CARRIED.

Al Pontes, Chair

Lillian Fry, Secretary/Treasurer