



ELMVALE BIA MINUTES  
January 16, 2014  
5:15 PM  
Springwater Library  
Elmvale Branch

**Present:**

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

**Absent:**

**Heather Sewell**  
**Carmen Gagnon**

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**1. CALL TO ORDER**

Call to Order

**RECOMMENDATION BIA-111-2013**

Moved by: Al Pontes  
Seconded by: Tim Ashworth

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 of Meeting dated November 14, 2013 - deferred

**RECOMMENDATION BIA-112-2013**

Moved by: Bob Simmons  
Seconded by: Brenda Stanley

**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 follow up editor and send out an email to the board RE: the details and the quote.

Contest Winners Update - 2 Winners of the contest – reported back – shopped at MAC's gas, G & S Computers, Elmvale Food Land, Alma's Restaurant, A's Fish & Chips. All 3 winners were very pleased – thrilled with the charm of the community. Good contest feedback

Lighting Ceremony - Great feedback – Wonderful evening

Video Completion date – TBA - once we can take an attractive view of the parkett and Yonge Street, it will be added and completed.

**Other Business:**

Budget Update - Bob Simmons, Treasurer gave the board a report – regarding the budget as it stand – January 2014.

AGM - TBA

New Business Opportunity - A general discussion around how we can attract new business to the community.

TV Advertising Quote - Brenda to contact TV/Media – request a quote on running a few ads – TV live – leading up to special events. Ie: Maple Syrup Festival

Elmvale Maple Syrup Festival - AI to contact the Maple Syrup committee to see if there is still room and to complete application for booth. Bob suggested that someone should join the Maple Syrup Committee.

AI & Janine Meeting – Janine and AI suggest inviting other BIA (Coldwater) boards to attend our meetings. An information session – Share and tell.

Entertainment – in the Park – Brenda made a suggestion that we approach the business community and ask them to sponsor (entertainment) Thursday nights over the summer – bring entertainment. Allow the business to introduce their

product/service – talk for a bit – then introduce the entertainment. 7pm to 8pm

Website Update: Brenda introduced a report RE: Website terms and conditions – requested by Heather Sewell, November BIA meeting. Report deferred.

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

## 5. **ADJOURNMENT**

### **RECOMMENDATION BIA-113-2013**

Moved by: Tim Ashworth  
Seconded by: Bob Simmons

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:13 pm to meet next on February 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