



**ELMVALE BIA MINUTES**  
**January 22, 2015 - 5:15 PM**  
**Springwater Library**  
**Elmvale Branch**

**Present:**

Al Pontes, President  
Lillian Fry, Secretary  
Brenda Stanley, Director  
Heather Sewell, Director

Peter Kaukola, Market Bazaar  
Janine Peck, Township of Springwater  
Councillor Katie Austin  
Councillor Sandy McConkey

**Regrets:**

Bob Simmons (Treasurer), Leanne Tuck (The Gift Shop Elmvale), James Harper (The Trading Post)

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**1. CALL TO ORDER**

**1.1. Call to Order**

**RECOMMENDATION BIA-155-2015**

Moved by: Al Pontes  
Seconded by: Brenda Stanley

THAT this Annual General meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:15 pm, Jan. 22, 2015.

**CARRIED.**

**2. APPROVAL OF THE MINUTES**

The minutes for December 18, 2014 and January 7, 2015 were reviewed by those in attendance for approval.

**RECOMMENDATION BIA-156-2015**

Moved by: Brenda Stanley  
Seconded by: Al Pontes

THAT the minutes of the BIA meeting dated December 18, 2014 and the minutes of the Annual General Meeting January 7, 2015 are approved and accepted.

**CARRIED.**

**3. BUSINESS ARISING FROM THE MINUTES**

The Board discussed the selection and nomination of executive and director positions. Since all of the approved board members were not in attendance, these positions will be determined at the next meeting on February 12, 2015.

**4.**

**DISCLOSURE OF PECUNIARY INTEREST**

None.

**5. DISCUSSION/COMMITTEES**

5.1 Council Approval

Janine reported that the eight nominated board members (Brenda Stanley, Lillian Fry, Bob Simmons, Peter Kaukola, Heather Sewell, James Harper, Al Pontes, Leanne Tuck), were approved by council and that the two council representatives are Councillor Katie Austin and Councillor Sandy McConkey. The eight board members and the two councillors will have voting rights.

5.2 Meeting Dates

The board discussed meeting dates.

**RECOMMENDATION-BIA-157-2015**

Moved by: Heather Sewell

Seconded by: Brenda Stanley

THAT the board meetings will be held on the second Thursday of every month and will be held at the Elmvale Library. The next meeting will be on Thursday February 12, 2015.

**CARRIED.**

### 5.3 Snowmobiles

The board discussed how the BIA could build a more welcoming atmosphere to attract snowmobilers into Elmvale to access shops and how to facilitate parking. Although there are parking areas at the corner and in the back laneways, other locations and signage might help. Janine said she will contact Ron Belcourt as well as the snowmobiling clubs for more input. Further ideas will be discussed at the next meeting.

### 5.4 Looking Over Georgian Bay

Al will bring a copy of the map as well as costs for BIA advertising in this publication for the board to review at the next meeting.

### 5.5 Ad in Maple Syrup Festival Booklet

This will be 50 years for the celebration of the Maple Syrup Festival. The board discussed placing a half page ad in the Maple Syrup Festival Booklet.

## **RECOMMENDATION BIA-158-2015**

Moved by; Brenda Stanley

Seconded by: Heather Sewell

THAT the board spend \$350. for an ad in the Elmvale Maple Syrup Festival Booklet.

**CARRIED.**

### 5.6 Advertising/Marketing

The board discussed some initiatives to consider for 2015.

- a) CTV Partnership – supported the Maple Syrup Festival, Farmer’s Market, Fall Fair, BIA and various businesses (partnership opportunities are still out there)
- b) Billboards - \$200 for signage and \$500 for one month rental
- c) Newsletters –continue on a monthly basis
- d) Radio Campaign –highlight individual businesses
- e) Springwater News- maintain a BIA corner, highlight new businesses and events
- f) Special Events - Music in the Park – sponsored by local businesses

**RECOMMENDATION BIA-159-2015**

Moved by: Brenda Stanley

Seconded by: Heather Sewell

THAT the board approve up to \$500. for radio advertising (KICX and THE DOC.) to include welcoming new businesses and highlighting current individual businesses.

**CARRIED.**

**5.6 Business Attraction and Future Goals**

The board discussed ideas to attract new businesses to the BIA area and associate memberships. This will be included on the next agenda

**6. NEW BUSINESS**

None.

**ADJOURNMENT**

**RECOMMENDATION-BIA-160-2015**

Moved by: Lillian Fry

**7.**

THAT this Annual General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:40 pm to meet next on Thursday February 12, at 5:15 pm in the Springwater Library, Elmvale Branch.

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Al Pontes, Chair

Lillian Fry, Secretary

**Open Discussion/Question Period**



