



ELMVALE BIA MINUTES
July 16, 2015 - 5:15 PM
Springwater Library

Elmvale Branch

Present:

Al Pontes, Chair
James Harper, Vice Chair
Bob Simmons, Treasurer
Lillian Fry, Secretary
Brenda Stanley, Marketing Director
Heather Sewell, Tourism Director

Leanne Tuck, The Gift Shoppe
Councillor Katy Austin

Also Present:

Regrets:

Peter Kaukola, Sandy McConkey, Janine Peck

1. CALL TO ORDER

1.1. Call to Order – Al Pontes

RECOMMENDATION BIA-177-2015

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, July 16, 2015.

CARRIED.

2. APPROVAL OF THE MINUTES

The minutes for June 18, 2015 were reviewed for approval.

RECOMMENDATION BIA-178-2015

Moved by: Brenda Stanley
Seconded by: Katy Austin

THAT the minutes from June 18, 2015 are accepted as reviewed.

CARRIED.

BUSINESS ARISING FROM THE MINUTES

None

DISCLOSURE OF PECUNIARY INTEREST

None.

5. **DISCUSSION/COMMITTEES**

5.1 Community Improvement Plan

The board discussed the CIP Questionnaire and provided recommendations. Lillian will submit these recommendations to Chris Russell, Township of Springwater.

5.2 Marketing Director Report

Brenda and James have discussed a vintage day event. A committee was formed to meet for planning this event that will take place on August 28. The Vintage Society in Toronto will promote the event. Peter will arrange for music at the parkette.

RECOMMENDATION-BIA-179-2015

Moved by: Al Pontes

Seconded by: Brenda Stanley

THAT the board approve up to \$1000. for marketing the Vintage Days event through venues such as the Springwater News, the Toronto Vintage Society, and \$400. for music for the event.

CARRIED.

RECOMMENDATION-BIA-180-2015

Moved by: Al Pontes

Seconded by: Bob Simmons

THAT the board approve up to \$250 for online digital marketing to promote Elmvale as a destination.

CARRIED.

5.3 Tourism Directors' Report

Heather reported on the opportunity for advertising in 'Tourism Simcoe County' Brenda will contact them.

5.4 Treasurer's Report

No report.

6. NEW BUSINESS

RECOMMENDATION-BIA-181-2015

Moved by: Heather Sewell
Seconded by: Lillian Fry

THAT the board approve meetings to be held every third Thursday of the month.

CARRIED.

7. ADJOURNMENT

RECOMMENDATION-BIA-182-2015

Moved by: Al Pontes

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:40 pm to meet next on Thursday August 20, at 5:15 pm in the Springwater Library, Elmvale Branch.

Al Pontes, Chair

Lillian Fry, Secretary

Open Discussion/Question Period

