



ELMVALE BIA MINUTES
June 18, 2015 - 5:15 PM
Springwater Library

Elmvale Branch

Present:

Al Pontes, Chair
Bob Simmons, Treasurer
Lillian Fry, Secretary
Brenda Stanley, Marketing Director
Heather Sewell, Tourism Director
Peter Kaukola, Tourism Director

Leanne Tuck, The Gift Shoppe
Janine Peck, Township of Springwater
Councillor Katy Austin
Councillor Sandy McConkey

Also Present:

Sharon Chambers, Horticultural Society
Faramarz Sajed, Idle Fancies
Chris Russell, Township of Springwater

Regrets:

James Harper, Vice Chair

1. CALL TO ORDER

1.1. Call to Order – Al Pontes welcomed Chris Russell, Planner, Township of Springwater. Introductions were made.

RECOMMENDATION BIA-173-2015

Moved by: Al Pontes
Seconded by: Bob Simmons

THAT this Annual General meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:15 pm, June 18, 2015.

CARRIED.

2. APPROVAL OF THE MINUTES

The minutes for May 21 were reviewed for approval.

RECOMMENDATION BIA-174-2015

Moved by: Al Pontes

Seconded by: Brenda Stanley

THAT the minutes from May 21, 2015 are accepted as reviewed.

BUSINESS ARISING FROM THE MINUTES

Curbex – Janine reported on feedback to the Township regarding the signage on the corner of Yonge and Queen. The sign has been removed. The Suncor lease does not allow for signage on the parkette corner area. A different type of signage such as; Welcome to Elmvale might be a possibility.

Carriage Hills – Leanne reported that Carriage Hills are interested in promoting Elmvale. They will distribute brochures, rack cards etc. on behalf of the town. Businesses could offer discounts to Carriage Hills guests for visiting/shopping in Elmvale. Leanne also shared a brochure, Cottager Deals and she will find out more about it.

DISCLOSURE OF PECUNIARY INTEREST

None.

5. **DISCUSSION/COMMITTEES**

5.1 BIA Goals Discussion-Community Improvement Plan

Chris Russell: The Township of Springwater has received monies for a CIP (Community Improvement Plan) that can be used to benefit private businesses. CIP is a policy document with provision for direct financial incentives to private business owners for specific targeted projects. The goal is to improve the community, has strong economic focus and proposals must have a value-added benefit. Examples of projects = new facades, murals, signage, town clock, advertising, upgrades to meet fire code, building code.

The Township is looking for suggestions from the BIA and local businesses. There will be a format to use for proposals by individual businesses. A handout was provided from the Public Open House on May 28, 2015 held at the Township of Springwater.

Councillor Sandy McConkey noted that suggestions would require a strong business case with respect to value-added projects. Some of the monies could be in the form of grants.

Chris Russell said funding can also be achieved when the community comes together to identify needs. (new businesses, i.e. brewery) BIA members are invited to an upcoming workshop on the Community Improvement Plan.

5.2 Marketing Director Report

Brenda and James met to discuss having a vintage-days celebration on Friday August 14th. This could become a yearly event. Music in the Park (7-9 pm) on the evenings of Thursday July 9 and July 23 as well as on August 14 could be a good draw for bringing people into town. Individual businesses could sponsor musicians, karaoke etc.

5.3 Tourism Directors' Report

Heather reported on the opportunity for advertising in the Springwater News. Connie will interview businesses and publish the interview and pictures. The board expressed interest in paying Connie for this work.

5.4 Treasurer's Report

Bob will provide a breakdown of our funds at the next meeting.

6. NEW BUSINESS

Sharon Chambers, President of the Elmvale Horticultural Society reported on the flower basket campaign and said it was quite successful. One of the questions that came up was; "What about baskets on Yonge St.?" There are two new planters that have been installed at the parkette and they will be planted shortly. The cost of the plants for the planters is approximately \$200.

RECOMMENDATION-BIA-175-2015

Moved by: Heather Sewell
Seconded by: Brenda Stanley

THAT the board approve up to \$135. for flowers for the planters, planted by the Elmvale Horticultural Society.

7.

ADJOURNMENT

RECOMMENDATION-BIA-176-2015

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 July 16, at 5:15 pm in the Springwater Library, Elmvale Branch.

Al Pontes, Chair

Lillian Fry, Secretary

Open Discussion/Question Period

