



ELMVALE BIA MINUTES
March 12, 2015 - 5:15 PM
Springwater Library

Elmvale Branch

Present:

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

Janine Peck, Township of Springwater
Councillor Katy Austin
Councillor Sandy McConkey
Leanne Tuck, The Gift Shoppe
Bonnie Greco, Once Loved
Frank Greco, Once Loved

Regrets:

Al Pontes, President

1. CALL TO ORDER

- 1.1. Call to Order – James Harper welcomed guests Bonnie and Frank Greco (Once Loved). Introductions were made.

RECOMMENDATION BIA-166-2015

Moved by: James Harper
Seconded by: Peter Kaukola

THAT this Annual General meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:15 pm, March. 12, 2015.

CARRIED.

2. APPROVAL OF THE MINUTES

The minutes for February 12, 2015 were reviewed for approval.

RECOMMENDATION- BIA-167-2015

Moved by: Bob Simmons

Seconded by: Heather Sewell

THAT the minutes of the BIA meeting dated February 12, 2015 are approved and accepted.

CARRIED.

3. BUSINESS ARISING FROM THE MINUTES

Heather shared information about Roger Brooks, presenter for 'Destination Communities'. The cost for him to present is approximately \$10,000 but there is a video library available for \$500. with a free trial offer. Nicole at the Township of Springwater may have more information on Roger Brooks. Heather will contact her and Janine will locate helpful reports from Tourism Ontario.

4. DISCLOSURE OF PECUNIARY INTEREST

None.

5. DISCUSSION/COMMITTEES

5.1 Director Position

The board discussed the filling of the remaining director position. Heather nominated Leanne Tuck for director and Leanne accepted the nomination.

RECOMMENDATION BIA-168-2015

Moved by: Heather Sewell

Seconded by: Bob Simmons

THAT Leanne Tuck be accepted as a new director for the BIA board for the next term.

CARRIED.

5.2 Marketing Director Report – Brenda Stanley

a) Advertising Video

The curling club and plowing match events have been integrated into the new advertising video and it is now completed. The 4 min. 16 sec. video is designed to promote Elmvale and local events over the course of one year. Janine has been working with Ontario Lake Country and they are interested in a portion of the video (Maple Syrup Section) and will upload it to their site. (Nicholyn Farms and Lalondes' Sugar Bush are on this site).

RECOMMENDATION-BIA-169-2015

Moved by: Bob Simmons

Seconded by: Heather Sewell

THAT the board commit up to \$250. to produce and mail the advertising CDs for each business in the BIA catchment area.

CARRIED.

b) Infomercials

Option One. Do a rerun of last year's infomercials at a discounted price because the previous groundwork is already done. Last year the BIA spent \$9,000. and six individual businesses spent \$9,000. for a total of \$18,000.

Option Two. Find six new businesses who would be interested. (Cost for each business = \$1500. matched by BIA = \$1500.

Letters would be issued to BIA members to inform them of advertising opportunities.

c) Radio Advertising

Through this campaign we can recognize specific businesses and special events on a weekly basis. Initially we could have 60 spots a week with 30 spots a week, nearing the end of the campaign from mid-April to the end-of-June (total 402 spots). Three different commercials could be rotated to ensure inclusion of Farmer's Market, Maple Syrup Festival and Fall Fair.

d) Music in the Park

Brenda mentioned that businesses could take turns 'sponsoring' music events at the Elmvale Gateway and Ampitheatre on Thursday evenings and stores could

offer extended hours to encourage evening shopping. This could be advertised on the radio.

e) Billboards

Billboards that are strategically located near entrance ways to Elmvale would be \$600. each, to include reusable signage graphics and the board rental. The cost is \$1200. for two billboards.

Brenda will find out total pricing for the Infomercials, Radio Advertising and billboards and will send out an email to board members for voting on the approval/disapproval of costs.

5.3 BIA Goals for 2015

The BIA Goals and the Budget breakdown will be discussed for board approval at our next meeting on April 9, 2015.

5.4 Business Attraction

James said that the extensive network of trails is a potential draw for businesses in Elmvale. There is also a huge 'vintage' market booming in Toronto. Maybe we could consider having a 'vintage' event in Elmvale to attract visitors. Janine will get more information about the trail maps to share at the next meeting.

Frank Greco said that Facebook has been useful for advertising their business.

Bob mentioned that there is a booth at the Farmers' Market that local businesses can use for brochures, business cards, etc. (Products sold at the market must be handmade, baked or grown.)

Brenda suggested that an Easter Egg hunt during the week leading up to Easter could attract some additional business. If we are going to invest in advertising, we need to get stores to stay open especially during the Farmers' Market season and for other special events. Consistent hours would be helpful as well as fewer empty storefronts.

5.5 Budget

Bob reported that we have approximately \$31,000. \$10,000 is committed for improvements to the amphitheater. Bob and AI will prepare a report for the next meeting.

6. NEW BUSINESS

James asked if there was anything being done about encouraging the location of a hotel/motel in Elmvale. Sandy said she would find out more information about this to share at the next meeting.

Katy Austin;

1) asked if it was feasible to have the Farmers' Market at the Gateway and Bob reported that there is not enough space for parking for vendors at that location.

2) said she can help to organize the Music in the Park but is not available on Thursday evenings. It would have to be on Saturday mornings.

3) shared a message from Mayor Bill French that consistent business hours are key to business promotion.

4) is continuing to investigate the bus shelter idea but it will need to be located on Yonge Street South. This is still in progress.

5) asked if the BIA had considered signage at the Gateway. The BIA have been investigating way-finding signage.

7. ADJOURNMENT

RECOMMENDATION-BIA-170-2015

Moved by: James Harper

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:45 pm to meet next on Thursday April 9, at 5:15 pm in the Springwater Library, Elmvale Branch.

James Harper, Vice Chair

Lillian Fry, Secretary

Open Discussion/Question Period

