



ELMVALE BIA MINUTES
March 13, 2014 - 4:15 PM
Springwater Library
Elmvale Branch

Present:

Al Pontes, President
Brenda Stanley, Director
Bob Simmons, Treasurer/Director
Heather Sewell, Director
Councillor Dan Clement, Township of Springwater
Janine Peck, Township of Springwater

Also Present:

Lillian Fry, The Village Shoppe, Elmvale
Bruce Roberts, Business Member

Regrets:

1. CALL TO ORDER

1.1. Call to Order

RECOMMENDATION BIA-114-2014

Moved by: Dan Clement
Seconded by: Bob Simmons

THAT this General meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 4:15 pm.

CARRIED.

2. APPROVAL OF THE MINUTES

The minutes from February 13, 2014 were read by Brenda Stanley.

RECOMMENDATION BIA-115-2014

Moved by: Heather
Seconded by: Al Pontes

THAT the minutes of the BIA meeting dated February 13 are accepted.

CARRIED.

3. BUSINESS ARISING FROM THE MINUTES

None

DISCLOSURE OF PECUNIARY INTEREST

4. None

5. RECOMMENDATION BIA-116-2014

Moved by: Heather Sewell

Seconded by: Al Pontes

THAT Lillian Fry fill the position of BIA Secretary.

CARRIED.

6. Associate Memberships

Heather outlined the benefits, catchment area and costs for associate members. Heather reviewed some benefit suggestions such as; listing on the BIA website, a printed directory, access to social media platforms, communications, opportunity to participate in promotions, advertising, membership surveys, social events and networking, advocacy, heritage, tourism and economic development committees. The Board discussed the many aspects of associate membership. Heather will draft an associate membership application.

7. RECOMMENDATION BIA-117-2014

Moved by: Heather Sewell

Seconded by: Al Pontes

THAT BIA Associate Memberships will be offered within the catchment area boundaries (North-Town line, South-Horseshoe Valley Rd, West-Vigo Road, East Hwy 93) at a cost per membership of \$150. Associate Members would have all benefits of BIA members with the exception of voting rights (i.e. decisions for beautification or dissolution of the BIA etc.). Prospective associate members will

submit a written application to the BIA Board for approval.

CARRIED.

Website & Database

8. The Board discussed the BIA website. Brenda said she will provide a quote regarding additions to the website. The database is not completed yet. Brenda has been working with Janine, Township of Springwater, and the database now contains approximately 63 of the businesses in the BIA catchment area. Some businesses do not have emails. The website committee requested a copy of the database so that they may provide Brenda with any missing information prior to the next BIA Board meeting. Bruce Roberts stated that the website does not have enough information, several businesses are for sale and many businesses cannot be found on the BIA website. Brenda said his feedback is important and he can contact her for more information.

CTV/BIA Advertising Campaign

9. Al and Brenda met with Janine and Dan (Township of Springwater) to discuss how to move forward with the CTV/BIA Advertising Campaign. Al and Brenda distributed a flyer today to 122 businesses to invite them to participate in the CTV/BIA Advertising Campaign. This is planned for April, will be aired during prime time and will promote the shopping and lifestyle amenities of Elmvale. To date, five local business partners have expressed interest and six are needed.

Advertising

10. Al reported that the Curious Tourist Guide is offering another round of advertising for the BIA and local businesses. Interest was not expressed at this time by the board. Al will contact Coffee News for advertising information. He will send out an email regarding 'Coffee News' to obtain a vote from Board members prior to the next meeting. Lillian said the BIA Board could purchase ad space in the Springwater News for a 'BIA corner' to keep the community informed. Newsletter and BIA corner will be discussed at the next meeting.

Park

11. Janine will email an article 'Benefits of Urban Parks' to the Board members.

Treasurer's Report

12. Bob distributed; Detailed Trial Balance For 2013 and Detailed Trial Balance for 2014. An updated total balance will be shared at the next meeting.

ADJOURNMENT

13.

RECOMMENDATION BIA-118-2014

Moved by: Lillian

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 5:30 pm to meet next on April 10, 2014 at 5:15 pm at the Springwater Library, Elmvale Branch.

CARRIED.

Al Pontes, Chair

Lillian Fry, Secretary