



ELMVALE BIA MINUTES
March 28,
2013 - 5:15 PM
Springwater Library
Elmvale Branch

Present:

Al Pontes, President
Rob Howard, Vice President
Brenda Stanley, Director
Bob Simmons, Director
Heather Sewell, Director
Carmen Gagnon, Director
Councillor Dan Clement, Township of Springwater
Janine Peck, Township of Springwater

Also Present:

Wendy Paterson, Volunteer

Regrets:

1. CALL TO ORDER

1.1. Call to Order

RECOMMENDATION BIA-77-2013

Moved by: Bob Simmons
Seconded by: Carmen Gagnon

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

CARRIED.

2. APPROVAL OF THE MINUTES

The minutes from March 28, 2013 were distributed for review.

RECOMMENDATION BIA-78-2013

Moved by: Heather Sewell
Seconded by: Bob Simmons

THAT the minutes of the BIA meeting dated March 28 are accepted.

CARRIED.

3. BUSINESS ARISING FROM THE MINUTES

None

4. DISCLOSURE OF PECUNIARY INTEREST

None

5. DISCUSSION

Executive members and Directors (Vice Chair, Secretary & Treasurer positions)

Janine reviewed the procedure for replacement of a board member. The board may nominate a replacement member from the board. If someone is interested in the position and they are not a board member, they may be nominated to the board first and then nominated for a particular position at a later date.

Carmen Gagnon – wishes to be considered for Vice-President

Al Pontes spoke with Tim Ashworth and he is interested in submitting his name for a Director's position.

Bob Simmons – considering the position of Treasurer

Members agreed to reach out to the community to see if there was any other interest in becoming a BIA Board Member

Brenda Stanley to contact Chris Messecar and Jim from Tim Hortons to see if they might be interested in joining the board.

6. Other Business:

Carmen will send out the data base to all the board members via email.

Carmen and Jim to provide feedback on the 'harmonizing' Queen and Yonge Street survey at the next board meeting on April 11, 2013

Carmen reminding the board that Candi Fox will be our guest speaker on April 11, 2013

RECOMMENDATION BIA-79-2013

Moved by: Brenda Stanley

Seconded by: Bob Simmons

CARRIED.

7. Storefronts & Banners

Bob reported that several owners of empty storefronts will allow the BIA board to display decorative art/signs either in or on the windows. Janine updated us on the banners and suggested ordering 10 banners – 5 “landscape” and 5 “panel” – and the size is 6 feet by 3 feet. They’ll be full colour on banner material with grommets.

RECOMMENDATION BIA 80-2013

Moved by: Bob Simmons

Seconded by: Heather Sewell

CARRIED.

8. Newsletter

Al and Brenda are meeting with Don Beaulieu on April 4, 2013 to finalize the layout and content of the BIA Newsletter. The goal will be to have a newsletter mailed out on or around April 15, 2013 and each month after that.

Brenda suggested a cleaner presentation – promoting Elmvale as a community – a place to live – work – and play. The first newsletter should recap what the BIA has accomplished to date – and future goals.

RECOMMENDATION BIA-81-2013

Moved by: Rob Howard

Seconded by: Bob Simmons

9. Flyer/Rack Card

Brenda requested that we move forward with the previous board approval and have a flyer/rack card created and completed by April 18, 2013. Available for distribution – Elmvale Maple Syrup Festival

RECOMMENDATION BIA-82-2013

Moved by: Al Pontes

Seconded by: Janine Peck

CARRIED.

Social Media Presence – Facebook page for Elmvale BIA

Brenda requested the board consider moving forward with creation of a social media page – Facebook. That the board consider running a contest to increase views and likes.

The recommendation that we budget up to \$1200.00 for the media campaign.

RECOMMENDATION BIA-83-2013

Moved by: Al Pontes

Seconded by: Heather Sewell

CARRIED

11. ADJOURNMENT

RECOMMENDATION BIA-84-2013

Moved by: Al Pontes

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:33 pm to meet next on April 11, 2013 at 5:15 pm at the Springwater Library, Elmvale Branch.

CARRIED.

Al Pontes, Chair

Brenda Stanley – Secretary
Volunteer