



ELMVALE BIA MINUTES  
March 7,  
2013 - 5:15 PM  
Springwater Library  
Elmvale Branch

**Present:**

Al Pontes, President  
Lillian Fry, Secretary/Treasurer  
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:**

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**1. CALL TO ORDER**

1.1. Call to Order

**RECOMMENDATION BIA-72-2013**

Moved by: Al Pontes  
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 February 21, 2013 were distributed for review.

**RECOMMENDATION BIA-73-2013**

Moved by: Heather Sewell  
Seconded by: Brenda Stanley

THAT the minutes of the BIA meeting dated February 21 are accepted as amended. (change 'three' to 'monthly' newsletters in REC 69).

**CARRIED.**

**3. BUSINESS ARISING FROM THE MINUTES**

None

**DISCLOSURE OF PECUNIARY INTEREST**

4. None

**5. DISCUSSION**

Advertising

The board discussed advertising in the Springwater News and SNAP. Springwater News – Brenda offered to submit a letter to the editor of the Springwater News about the BIA. SNAP - Carmen will invite a presenter from SNAP to the next meeting.

**RECOMMENDATION BIA-74-2013**

Moved by: Brenda Stanley  
Seconded by: Bob Simmons

THAT the board approve that Brenda place an editorial in the Springwater News to inform the members of upcoming meetings, the new website and logo.

**CARRIED.**

6.

Storefronts

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 suggested a local artist that does window painting. Carmen suggested signage for the Elmvale BIA to display the logo etc.

**RECOMMENDATION BIA 75-2013**

Moved by: Bob Simmons  
Seconded by: Heather Sewell

THAT the board approve that Bob Simmons contact a local artist to find out the cost of painting window murals on the empty storefronts and he will contact property owners to find out if they would like their properties listed on the BIA website.

**CARRIED.**

7. BIA website

Brenda reported that the BIA website went 'live' on February 27. She encouraged the members to provide feedback for improvement and ideas. Rob sent a directory of 300 pictures for use on the website. Brenda suggested showing a series of storefronts as opposed to single storefronts. On the website the board members and their emails are listed. The board discussed links to the Recreation Guide, schools/parks/churches etc. There will be an approval process by Carmen and Brenda so that BIA business members can post information on the website calendar. Heather is working on a list of 'eateries' that could be used for the website.

8. Vice Chair Position

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.

9. Newsletter

Al reported that the newsletter is not ready yet. He will work with Brenda to come up with a format to share at the next meeting. If any members have suggestions they can be emailed to Brenda and Al.

10. ADJOURNMENT

**RECOMMENDATION BIA-76-2013**

Moved by: Al Pontes

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:55 pm to meet next on March 21, 2013 at 5:15 pm at the Springwater Library, Elmvale Branch.

**CARRIED.**

