



ELMVALE BIA MINUTES  
May 16,  
2013 - 5:15 PM  
Springwater Library  
Elmvale Branch

**Present:**

Al Pontes, Chair  
Candi Fox – Secretary  
Bob Simmons, Treasurer  
Brenda Stanley, Director  
Heather Sewell, Director  
Tim Ashworth, Director  
Councillor Dan Clement, Township of  
Springwater  
Janine Peck, Township of Springwater

**Also Present:**

Bob Ord

**Regrets: Carmine Gagnon, Tim Ashworth**

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**1. CALL TO ORDER**

Call to Order

**RECOMMENDATION BIA-96-2013**

Moved by: Al Pontes  
Seconded by: Brenda Stanley

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

**CARRIED.**

**2. APPROVAL OF THE MINUTES**

The minutes of April 25, 2013 were distributed for review.

**RECOMMENDATION BIA-97-2013**

Moved by: Al Pontes  
Seconded by: Heather Sewell

The following amendments are to be made:

All Executive and Director positions will be forwarded to Council for their approval.

That Non-Agenda Matters be designated For Information Matters Only and further amendment to clarify Suncor's position to entertain a sale negotiation not enter. Additionally, heading Palace Hotel be designated Outdoor Patio Application. Noted that Orillia and Collingwood neighborhoods were also consulted.

THAT the minutes of the BIA meeting dated April 25, 2013 are accepted as amended.

**CARRIED.**

**3. BUSINESS ARISING FROM THE MINUTES**

NONE

**DISCLOSURE OF PECUNIARY INTEREST**

NONE

**4. DISCUSSION**

**AGM-Planning for the AGM**

AI has requested update financials from Janine and Bob – to be sent electronically. Current levy set at \$270 annually. New approach to have a split payment. Essentially less than \$1.00/day. Mission Statement and Goals presented and amended by the Board. Loose agenda for AGM designed: 1. Goals 2. Financials 3. Accomplishments/Branding 4. Upcoming Events 5. Showcase Website, Facebook and Twitter. Banners will be showcased at the venue.

**Social Media Update**

The Facebook contest is still active and some photos have been received. The website is being added to frequently and has shown a jump in visitors. The importance of member and business participation and engagement to create the success of these avenues was stressed. Adding different business highlights would increase traffic to all social medias and potentially business establishments as well. Videographers shot footage of EDHS Day to add to vignette. Footage should be complete by end of July.

Newsletters

Has been sent to all members via regular mail and email. Good response – issues have been seen on display in local business establishments along with rack cards. Emphasis on highlighting a different business every issue and further on the Township website for addition exposure and support.

Customer Appreciation

No discussion occurred.

Database

No discussion occurred.

Conversation ensued between catchment business owner, Bob Ord of Shaw Interiors on Queen Street W and the Board offline.

**5. ADJOURNMENT**

**RECOMMENDATION BIA-98-2013**

Moved by: Al Pontes

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:45 pm to meet next on June 13, 2013 at 5:15 pm at the Springwater Library, Elmvale Branch.

**CARRIED**

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Al Pontes, Chair

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Candi Fox – Secretary