



ELMVALE BIA MINUTES
May 8, 2014 - 5:15 PM
Springwater Library
Elmvale Branch

Present:

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

Also Present:

Frank Corrigan-Guest
Dan Gallo-Developer
Joan Revie-Volunteer
Rita Benacquista-Golden Age Books
Peter Kakaula-Market Bazaar

Regrets:

Tim Ashworth, Director

1. CALL TO ORDER

1.1. Call to Order

RECOMMENDATION BIA-124-2014

Moved by: Al Pontes

Seconded by: Brenda Stanley

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 April 10, 2014 were distributed by Lillian.

RECOMMENDATION BIA-125-2014

Moved by: Heather Sewell

Seconded by: Al Pontes

THAT the minutes of the BIA meeting dated April 10, 2014 are accepted.

CARRIED.

3. BUSINESS ARISING FROM THE MINUTES

Lillian has placed the BIA Ad in the Springwater News and will contact Mike Jacobs to request the ad be on the top right corner of a page and board member names be removed when more information is needed for the ad. The BIA database is complete and will be emailed shortly. The associate membership application will also be emailed for inclusion on the BIA website. Heather is working on an Associate Membership letter.

Brenda circulated copies of Coffee News and the BIA newsletter. Suggestions can be emailed to Brenda for upcoming ads. Bob will also email a list of vendors to Brenda for inclusion on the website.

Janine said the Ice Culture company sponsored by the Township of Springwater was positively received at the Maple Syrup Festival and many visitors participated in the tour of the sugar shacks.

4. DISCLOSURE OF PECUNIARY INTEREST

None

5. DISCUSSION/COMMITTEES

5.1 AGM

The AGM was discussed. The date is set for Wednesday June 25, from 6:30 pm to 8:00 pm in the Springwater room above the arena. Al, Janine and Brenda are working on the program. Heather is researching different options to find a guest speaker. Brenda will get a quote for catering the AGM.

5.2 Events Committee

There was discussion about the importance of events. The Maple Syrup Festival brought a lot of business into town. Several board members agreed that two days for the festival would be ideal. To initiate the planning of future events, the core event committee will be Joan Revie (chair), Heather Sewell and Lillian Fry. They will be meeting on Wednesday May 28 at 1:00 pm in the Elmvale Library. All members/volunteers are welcome.

NEW BUSINESS

Signage

There was general discussion about the struggle of small towns, downtown areas and Business Improvement areas. Some places such as Meaford and Stayner have niche stores that have developed a strong clientele. Dan Gallo emphasized the importance of signage and its function in encouraging people to see Elmvale as a desirable destination and place to live. The proposed development will be just west of the Elmvale Library on the south side of Hwy 92, will consist of 150 homes and offer a variety of energy efficient options.

Horticultural Society Letter

Heather shared a letter from the Horticultural Society requesting that the Township of Springwater arrange for the watering of the planters for the months of September and October. The BIA Board agreed to provide a letter of support. The Horticultural Society letter, along with letters of support, will be presented to the Township of Springwater Council by Sharon Chambers (president of the Elmvale Horticultural Society).

ADJOURNMENT

RECOMMENDATION BIA-126-2014

Moved by: Al Pontes

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:30 pm to meet next on June 12, 2014 at 5:15 pm at the Springwater Library, Elmvale Branch.

CARRIED.

Al Pontes, Chair

Lillian Fry, Secretary

6.

7.

.

