

Elmvale BIA Annual General Meeting

Tuesday July 26, 2016

In Attendance:

Al Pontes, Chair, Robert Simmons, Treasurer, Lillian Fry, Secretary, Brenda Stanley, Marketing Director, Heather Sewell, Tourism Director, Peter Kaukola, Tourism Director, Mayor Bill French, Deputy Mayor Don Sandy McConkey, Councillor, Katy Austin, Councillor, Mike Jacobs, Springwater News, Alex Nuttall MP, Constance Smith (photographer), Frank Bates, Ashley Bates (Elmvale Flea and Farmers' Market), Allen, Cindy Lanning, Amanda Young, Cheryl (Elm Flowers)

Al Pontes – Chair

Welcomed everyone and outlined the role of the BIA. (Power Point Presentation)

Brenda – Marketing Director

Brenda thanked Constance Smith (local photographer) for the numerous photographs she submitted that feature Elmvale and the surrounding area.

Brenda reviewed marketing successes of the BIA over the past three years and talked about the accomplishments of BIA. "We are volunteers. We are trying to create awareness."

Sandy McConkey – Councillor Springwater Township

Introduced MP Alex Nuttall

Alex Nuttall - Member of Parliament (representing Barrie, Springwater, Oro Medonte)

He recognizes our concerns with respect to building the business community of Elmvale. Similar issues exist in Barrie and throughout Simcoe County. There will be an application process to access government funding that has been set aside for community improvement programs and these applications will go through several channels before final approval.

Al Pontes, Chair

Presented a power point presentation. He emphasized the importance of the BIA role in advertising and attracting new businesses as well as assisting current businesses in the Elmvale BIA area.

Brenda Stanley, Marketing Director

Talked about the functions of the BIA board for Elmvale, and role in promoting Elmvale's charm and uniqueness. Highlighted the following BIA initiatives;

Social media involvement, BIA website, as well as promotional events to encourage visitors to shop in our community. (Vintage days, farmers' market)

Active Twitter account/integrated with Facebook, and You Tube. (To put something on this contact info @ Elmvale BIA), Rack Card, Looking-Over Georgian Bay Map, Springwater News.

TV commercials, Radio commercials, developed to create awareness and let people know what Elmvale has to offer.

Peter Kaukola, Tourism Director

Music in the Park began June 4, featuring various local music and visual artists and will continue to the end of August. Vintage Day was a highly successful event. It was also complimented by a vintage car show in the Community Parking lot. All in all it was a very positive day. Peter also mentioned that we are open to ideas and would welcome volunteers. This will be particularly important for next year as Vintage Day will coincide with Canada's, 150th birthday.

Elmvale BIA Financials

Al Pontes reviewed the financials for 2013, 2014 and 2015. A budget will be prepared for submission to the Township of Springwater for approval shortly.

Questions/Concerns

Ashley and Frank Bates from the Elmvale Flea and Farmers' Market presented that their business name is being confused with the Springwater-Elmvale Farmers' Market.

Mayor Bill French

Mayor Bill French noted that whenever there is a concentration of competitive interests everybody does better. The Township is here to assist in promoting local businesses and to help in different ways

The Community Improvement Plan is a program that will set aside monies for business and community improvement. Two housing developments are in the works. (Elmvale is our only downtown in Springwater Township). "On behalf of the township we are here to support you. It is important to us. Congratulations for all your work and thank you".

End of Meeting: 7:30 pm.