



ELMVALE BIA MINUTES
September 14, 2016 - 5:15 PM
Springwater Library

Elmvale Branch

Present:

Al Pontes, Chair
Lillian Fry, Secretary
Bob Simmons, Treasurer
Heather Sewell, Tourism Director
Peter Kaukola, Tourism Director
Brenda Stanley, Marketing Director
Councillor Sandy McConkey, Township of Springwater
Councillor Katy Austin, Township of Springwater

Also Present:

Amanda Young, Nanny's Bloomers

Regrets:

Leanne Tuck, Knitwits.ca

1. CALL TO ORDER

1.1. Call to order and welcome by Al Pontes.

RECOMMENDATION BIA-20-2016

Moved by: Al Pontes
Seconded by: Lillian Fry

THAT this general meeting of the Elmvalle Business Improvement Area Board of Directors and members come to order at 5:15 pm, Sept 14, 2016.

CARRIED.

2. APPROVAL OF THE MINUTES

Minutes for June 16, 2016 were reviewed.

RECOMMENDATION-BIA-21-2016

Moved by: Al Pontes

Seconded by: Heather Sewell

THAT the minutes of June 16 are approved as submitted.

CARRIED.

BUSINESS ARISING FROM THE MINUTES

3.

DISCLOSURE OF PECUNIARY INTEREST

4.

None.

5. **DISCUSSION/COMMITTEES**

5.1 Community Improvement Plan

Community Improvement Plan - Oct 27, 6:30-9:00pm. Sandy and Katy will keep us updated.

5.2 Marketing Director's Report

Brenda shared info about the radio advertising campaign to take place Nov 20 to Dec 3. This will highlight the Tree Lighting Event/Craft Show/Santa Claus Parade, Shopping in Elmvale. Bring your ideas next meeting for December activities and advertising ideas.

5.3 Tourism Directors' Report

The Christmas Craft Show (sponsored by Focus Elmvale) will take place Dec. 3 and 4. The Sleigh Ride will be on the following Friday. Peter reported that the summer 'Music in the Park' was very successful. People enjoyed the talent and the music. Some positive changes could include stage improvements and umbrellas to provide shade for visitors.

5.4 Treasurer's Report

No report.

5.5 Councillors' Items

Katy mentioned that there is discussion about using the Elmvale Community Hall for vendors, a Winter Market idea. The Township is also planning some activities for celebrating Canada's 150th birthday on July 1st 2017. Victor (chef) would be interested in helping with a Rib Fest idea.

6. NEW BUSINESS

Al posed the question. 'How do we create something to have developers help market Elmvale?' Heather shared a brochure idea from Coldwater. She will find out more about costs and possibly a target for a brochure for Elmvale by March 2017. Amanda Young (Nanny's Bloomers) will host the collection of food for the Elmvale Food Bank. Heather has a contact for setting up a 'Star Trek event' in Elmvale. (Melissa Small)

7. ADJOURNMENT

RECOMMENDATION-BIA-22-2016

Moved by: Al Pontes

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:10 pm to meet next on Thursday October 20, 2016 at 5:15 pm in the Springwater Library, Elmvale Branch.

Al Pontes, Chair

Lillian Fry, Secretary

Open Discussion/Question Period

