

Present:

Al Pontes, President
Rob Howard, Vice-President
Lillian Fry, Secretary/Treasurer
Brenda Stanley, Director
Bob Simmons, Director
Heather Sewell, Director
Carmen Gagnon, Director
Councillor Dan Clement, Township of
Springwater

Also Present:

Wendy Patterson, Heart of Business

Regrets:

1. CALL TO ORDER

1.1. Call to Order

RECOMMENDATION BIA-47-2012

Moved by: Lillian Fry
Seconded by: Al Pontes

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

CARRIED.

2. The minutes of the BIA meeting dated November 8 were presented.

RECOMMENDATION BIA-48-2012

Moved by: Rob Howard
Seconded by: Heather Sewell

THAT the minutes of the BIA meeting dated November 8 be accepted as amended.

CARRIED.

3. DISCLOSURE OF PECUNIARY INTEREST

None

4. DISCUSSION

4.1 Poster contest

Lillian and Wendy proposed a poster contest for elementary school-aged students to advertise upcoming Holiday events. The board discussed awarding monies to the winners in the form of 'Elmvale dollars' so that they could spend their prize money at a local business of their choice.

RECOMMENDATION BIA 49-2012

Moved by: Al Pontes

Seconded by: Brenda Stanley

THAT the board approves the amount of \$150. to be presented to the winners at the Tree Lighting ceremony on December 14.

CARRIED.

4.2 Advertising. The board discussed advertising costs for the Curious Tourist Guide, The Springwater News, Midland Mirror, KICX and B101. Several other options were discussed. Rob will send out an email blast (drafted by Al) about the Holiday Candlelight Shopping Event to invite business owner/operators to stay open later than usual on Dec. 14. Al will contact the radio stations. Heather will bring prices for advertising in The Wasaga Sun to the next BIA meeting. Rob is working on a tri-fold brochure for advertising.

Dan mentioned that the Township is working on the next Springwater Recreational Guide. Brenda will follow up and find out more about the deadlines and costs for advertising space in the guide.

4.3 Printing costs were discussed. (Al Pontes declared a conflict of interest and excused himself from the discussion.)

RECOMMENDATION-BIA-50-2012

Moved by: Rob Howard
Seconded by: Bob Simmons

THAT the board approve that G & S Computers be selected to do the printing of advertising materials for the upcoming Holiday events.

CARRIED.

4.4 Signage – Brenda asked about signage and recommended we set aside an amount for this at our next meeting. Lillian will bring the signage information to the next BIA meeting for the board's consideration.

4.5 Website design was discussed. Brenda Stanley of Heart of Business had to leave early and was not present for the discussion.

RECOMMENDATION BIA-51-2012

Moved by: Rob Howard
Seconded by: Bob Simmons

THAT the board approves the development of a BIA website by www.heartofbusiness.ca. Rob will bring forward a budget at the next meeting for www.heartofbusiness.ca to be contacted to do the work.

CARRIED.

4.6 Event committee report. Lillian and Wendy met earlier this month and proposed that wreaths would be enough decoration for the holiday season for the lampposts of Elmvale. Bob investigated solar lights for the wreaths. They are \$30. for 12 and may be a consideration for next year. Lillian and Wendy will invite the two local elementary schools, to place notices in their newsletters and to advertise a poster contest for the December events. They will contact the schools November 12.

RECOMMENDATION BIA-45-2012

Moved by; Rob Howard
Seconded by; Bob Simmons

THAT the board approve up to \$500. for the printing costs of distributing selected school posters for the Elmvale December events.

CARRIED.

5. ADJOURNMENT

5.1. Adjournment

RECOMMENDATION BIA-46-2012

Moved by: Carmen Gagnon

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:30 pm to meet next on November 22, 2012 at 5:15 pm at the Springwater Library, Elmvale Branch.

CARRIED

Al Pontes, Chair

Lillian Fry, Secretary/Treasurer