

Present:

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

Also Present:

Wendy Patterson, Heart of Business
Candy Fox, Voila' Professional Organizer

Regrets:

Al Pontes, President BIA, Heather Sewell, Director

1. CALL TO ORDER

1.1. Call to Order

RECOMMENDATION BIA-40-2012

Moved by: Brenda Stanley
Seconded by: Dan Clement

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 October 25 were presented.

RECOMMENDATION BIA-41-2012

Moved by: Bob Simmons

Seconded by: Rob Howard

THAT the minutes of the BIA meeting dated October 25 be accepted as presented.

CARRIED.

3. DISCLOSURE OF PECUNIARY INTEREST

None

4. DISCUSSION

4.1 Branding/logo report

Brenda presented the final logo/tag line design. Members of the board noted the modifications made based on previous recommendations for the final logo/tag line design.

RECOMMENDATION BIA 42-2012

Moved by: Rob Howard
Seconded by: Bob Simmons

THAT the board approves the logo/tag line design as the finalized version for Elmvale.

CARRIED.

4.2 Rob reported on the pricing for the Curious Tourist Guide. The board discussed considering this advertising option later on during the tourist season. The board discussed local advertising. Rob will work with Brenda and Wendy to create some ads to promote local businesses using local advertising.

RECOMMENDATION BIA-43-2012

Moved by: Rob Howard
Seconded by: Lillian Fry

THAT the board approve up to \$1500. for advertising in local newspapers.

CARRIED.

4.3 Rob presented a list of items and supplies to be used for trade shows and special events/ presentations. The board provided additional suggestions. Items included pop-up tables, chairs, tablecloths, easels etc. Rob presented a generic tri-fold brochure to promote Elmvale businesses. Included in the format were suggestions for listings, events, locations and a map. The board discussed the brochure. Brenda will contact KDesigns to design a brochure using the new logo/tagline.

RECOMMENDATION BIA-44-2012

Moved by: Brenda Stanley
Seconded by: Bob Simmons

THAT the board approve up to \$1500. for advertising and the trade show items.

CARRIED.

4.4 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 b; 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