

**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  
Candy Fox, Voila' Professional Organizer

**Regrets:**

Laura Thompson, Township of Springwater Representative

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**1. CALL TO ORDER**

1.1. Call to Order

**RECOMMENDATION BIA-30-2012**

Moved by: Al Pontes

Seconded by: Bob Simmons

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 September 20 were distributed and reviewed.**

**RECOMMENDATION BIA-31-2012**Moved by: Bob Simmons

Seconded by: Heather Sewell

THAT the minutes of the BIA meeting dated September 20 be accepted as presented.

**CARRIED.**

### **3. DISCLOSURE OF PECUNIARY INTEREST**

None

### **4. DISCUSSION**

#### **4.1 Petro Canada and Signage**

On behalf of Councillor Rick Webster, Laura Thompson provided a summary of the Suncor property and asked the board to consider possible future uses. The board generated the following list: trees, washrooms, park benches, turn center, farmers' market, BIA office, signage, information kiosk, sun sails for shade, gazebo, play area, pond, splash pad, public art, music in the park, bicycle rentals, bike racks, changing façade, eating place, bell easement removed.

Laura reported that the Township of Springwater will be installing new community signage in Elmvale. The Township signage program focuses on way finding and identification. There are other options that the BIA may consider such as adding an information kiosk, and event panel. The board decided to address signage at the next meeting.

Laura informed the board that the new contact person for the BIA will be Robert Brimley (CAO) at the Township of Springwater. The contact person for signage will be Ron Belcourt. The board thanked Laura for her help with the BIA and congratulated her new appointment.

**4.2 Event committee report.** Heather thanked everyone for their help and summarized that the BIA Fall Fair event and booth was successful. Rob and Wendy will compile the results of the survey to share with the board at the next meeting. Heather noted that scarecrows were purchased for the Fall Fair but consideration should be given to having a contest next year for the decorating of lampposts. There was general discussion about upcoming holiday events; Christmas in the Village, Sleigh Ride, Tree Lighting and Candlelight Shopping.

**4.3** The board discussed associate memberships and the need to maintain equitable fees for all members which is currently \$270. per year.

**4.3 Logo/Branding Committee Report**

Rob and Brenda presented three logo prototypes for the board's consideration. The board selected one prototype and made suggestions for modifications.

**RECOMMENDATION BIA-32**

Moved by; Carmen Gagnon

Seconded by; Al Pontes

THAT Rob and Brenda communicate the recommendations of the board to KDesigns and that KDesigns make modifications for a single logo prototype.

**CARRIED.**

**5. ADJOURNMENT**

**5.1. Adjournment**

**RECOMMENDATION BIA-33-2012**

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 October 25, 2012 at 5:15 pm at the Springwater Library, Elmvale Branch.

**CARRIED**

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Al Pontes, Chair

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Lillian Fry, Secretary/Treasurer