

**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:**

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**1. CALL TO ORDER**

1.1. Call to Order

**RECOMMENDATION BIA-34-2012**

Moved by: Al Pontes

Seconded by: Brenda Stanley

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 11 were distributed and reviewed.**

**RECOMMENDATION BIA-35-2012**

Moved by: Carmen Gagnon

Seconded by: Bob Simmons

THAT the minutes of the BIA meeting dated October 11, be accepted as presented.

**CARRIED.**

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

None

### **4. DISCUSSION**

#### **4.1 Branding sub-committee report**

Rob and Brenda shared the modified design for the logo/tag line for Elmvale and the board made recommendations for minor changes.

#### **RECOMMENDATION BIA-36-2012**

Moved by: Rob Howard  
Seconded by: Carmen Gagnon

That the design be given to KDesigns for further minor modifications (accentuate the Elm leaf, remove period, remove pedestal) to be completed for final approval at the next board meeting.

- 4.2 Event committee report.** Heather provided a handout to the board of the following dates; November 30 – Elmvale tree to be up and decorated (Mike Jacobs & others), December 1 & 2 - Christmas in the Village Craft Show and Sale in Community Hall (Food Bank donation appreciated), December 2 – Santa Claus Parade @ 1 pm (Lions Club), December 14 – 7 pm, official lighting of the Christmas tree, December 14 – Sleigh Ride 6-9, hot chocolate in Community Hall ( by the Lioness’) and Elmvale candlelight shopping event  
The events were discussed.

#### **RECOMMENDATION BIA-37-2012**

Moved by: Al Pontes  
Seconded by: Carmen Gagnon

That the board approves the amount of \$100. to be given to the Lioness’ towards costs of the Sleigh Ride.

**CARRIED.**

**4.3** Advertising for events was discussed by the board. Brenda and Carmen will design a flyer for advertising the December 14 shopping event with consideration for the use of 'Elmvale Dollars' to encourage shoppers. Lillian and Wendy will meet to discuss advertising. (School newsletters, Springwater News, the Link) and lamppost decorations.

**RECOMMENDATION BIA 38-2-2012**

Moved by: Carmen Gagnon  
Seconded by: Bob Simmons

That the board approve up to the amount of \$1000. for the promotion of Elmvale businesses including contributions towards decorating costs for the December 14 events.

**CARRIED.**

**4.4**

Rob Howard shared information about advertising options offered in the Curious Tourist Guide. Rob will get more information on costs for the board to consider at the next meeting. Discussion of proposed signage was also deferred to the next meeting.

**5. ADJOURNMENT**

**5.1. Adjournment**

**RECOMMENDATION BIA-39-2012**

Moved by: Al Pontes

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:40 pm to meet next on November 8, 2012 at 5:15 pm at the Springwater Library, Elmvale Branch.

**CARRIED**