



**ELMVALE BIA MINUTES**  
**September 18, 2014 - 5:15 PM**  
**Springwater Library**  
**Elmvale Branch**

**Present:**

Al Pontes, President  
Lillian Fry, Secretary  
Bob Simmons, Treasurer  
Brenda Stanley, Director  
Heather Sewell, Director  
Dan Clement, Councillor, Township of  
Springwater

**Also Present:**

Dan McLean

**Regrets:**

Tim Ashworth, Director, Janine Peck, Township of Springwater

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**1. CALL TO ORDER**

1.1. Call to Order

**RECOMMENDATION BIA-134-2014**

Moved by: Al Pontes  
Seconded by: Heather Sewell

THAT this General meeting of the Elmvalle Business Improvement Area Board of Directors and members come to order at 5:15 pm, Sept 18, 2014.

**CARRIED.**

**2. APPROVAL OF THE MINUTES**

The minutes from August 21, 2014 were distributed by Lillian.

**RECOMMENDATION BIA-135-2014**

Moved by: Bob Simmons  
Seconded by: Heather Sewell

THAT the minutes of the BIA meeting dated August 21, 2014 are accepted.

**CARRIED.**

**3. BUSINESS ARISING FROM THE MINUTES**

None.

**4. DISCLOSURE OF PECUNIARY INTEREST**

None.

**5. DISCUSSION/COMMITTEES**

**5.1 Signage bylaws and pricing – deferred (Janine)**

**5.2 Advertising Campaign**

Brenda outlined two prospective ideas for advertising. One would be a six week radio campaign (November-December) allowing for approximately forty spots of advertising at a cost of \$1500. The other would be a TV campaign with the opportunity for at least three businesses to be featured, and would cost approximately \$4500. The board also discussed billboard usage. Bob will check to see what monies are available in the BIA Budget and if needed further discussion/decision making will take place through email amongst board members.

**RECOMMENDATION BIA-136-2014**

Moved by: Al Pontes

Seconded by: Heather Sewell

THAT the board approve up to the amount of \$1200. to run the BIA Events Commercial (previously run) for one week prior to the Fall Fair (Oct 1-Oct 8).

**CARRIED.**

**RECOMMENDATION BIA-137-2014**

Moved by; Brenda Stanley

Seconded by: Al Pontes

THAT the board approve up to \$800. for the use of one billboard (Hwy 27 location) for four weeks of advertising.

**CARRIED.**

**5.3 Communication to property owners, one time mailing-deferred (Janine)**

**5.4 Director Positions –deferred (Janine)**

**5.5 Fall Fair**

The board discussed the Fall Fair booth (The General Store). Heather and Janine ar

e working on this set up. Brenda will collect prizes. Heather is looking for help with set up and take down of the booth.

**5.6 Brochure**

Lillian asked about the possibility of producing an Elmvale brochure sponsored by the BIA and local businesses. This will be discussed at a later date.

6. **NEW BUSINESS**

The board discussed the idea of featuring news/special events for local businesses in the BIA Ad. As space is limited, we could do one or two lines as needed.

**ADJOURNMENT**

**RECOMMENDATION BIA-138-2014**

Moved by: Al Pontes

THAT this General Meeting of the Elmvale Business Improvement Area Board of

Township of Springwater  
Elmvale Business Improvement Area – September 18, 2014

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Directors and members adjourn at 6:15 pm to meet next on September 18, 2014 at 5:15 pm at the Springwater Library, Elmvale Branch.

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Al Pontes, Chair

Lillian Fry, Secretary

