

**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-24-2012**

Moved by: Al Pontes

Seconded by: Carmen Gagnon

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

**CARRIED**

**2. RECOMMENDATION BIA-25-2012**

Moved by: Brenda Stanley

Seconded by: Bob Simmons

THAT the minutes of the BIA meeting dated August 23 be accepted as presented.

**CARRIED.**

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

None

### **4. DISCUSSION**

- 4.1 Branding sub-committee report.** Rob compiled the results of the BIA logo/branding survey and a resource package including these results was given to KDesigns. KDesigns has been asked to provide feedback in the form of three prototypes for the BIA to approve by October 11. Rob also reviewed the survey results with the Board.

The board discussed designing a brochure to be completed before the end of 2012. The board will consider *Discover Simcoe* at a later date.

#### **RECOMMENDATION 26-2012**

Moved by: Carmen Gagnon

Seconded by: Rob Howard

THAT a working group consisting of Carmen Gagnon and Rob Howard be formed to design a single page tri-fold brochure for promotional purposes, sponsored by the BIA.

#### **CARRIED.**

- 4.2 Event committee report.** Heather read a letter to the board from the organizers of the Elmvale Food Bank thanking the BIA for the End-of-Summer Festivities and the subsequent donations generated from the wheel-of-fortune of \$350.00 to the food bank.

The Elmvale Fall Fair was discussed with respect to the BIA information booth and decorating of the lamp posts. Dan will arrange for passes for BIA board members to enter the fairgrounds to manage the BIA booth. Brenda will create a brochure for the BIA to be displayed at the Fall Fair booth. Wendy Patterson and Rob Howard will provide suggestions for a five question survey to be placed at the BIA booth to obtain feedback from the community and visitors. Lillian will donate a gift basket for the booth. Rob will put together a slide show and will email business members to invite them to provide digital images of their businesses and inform them that they can contribute promotional items for the booth by contacting the Elmvale BIA.

**RECOMMENDATION BIA-27-2012**

Moved by; Rob Howard  
Seconded by; Carmen Gagnon

THAT a budget of up to \$300.00 be approved for BIA activities for the Fall Fair.

**CARRIED.**

**RECOMMENDATION BIA-28-2012**

Moved by; Bob Simmons  
Seconded by; Heather Sewell

THAT an amount of \$150.00 be approved for the printing of the brochure by Al Pontes at G & S Computers. (Al abstained from the vote).

**CARRIED.**

**RECOMMENDATION BIA-29-2012**

Moved by; Heather Sewell  
Seconded by; Al Pontes

THAT up to \$125.00 be approved to purchase a portable Trade Show/banner for the Fall Fair booth.

There was general discussion about upcoming holiday events; Christmas in the Village, Sleigh Ride, Tree Lighting and Candlelight Shopping.

**4.3** Al and Lillian met with Laurie Kennard and Laura Thompson to discuss the managing of finances. Lillian will be the treasurer/liaison between the board and the Township. Laurie Kennard will manage the monthly accounting and statements to the board.

**5. ADJOURNMENT**

**5.1. Adjournment**

**RECOMMENDATION BIA-30-2012**

Moved by: Rob Howard

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 11, 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