



ELMVALE BIA MINUTES
September 12,
2013 - 5:15 PM
Springwater Library
Elmvale Branch

Present:

Al Pontes, President
Carmen Gagnon, Vice President
Bob Simmons, Treasurer
Candi Fox, Secretary
Brenda Stanley, Director
Tim Ashworth, Director
Heather Sewell, Director
Councillor Dan Clement, Township of
Springwater
Janine Peck, Township of Springwater

Also Present:

Jerry Rebidoux, Maple Syrup Festival
Pamela Higgins

Regrets:

1. CALL TO ORDER

Call to Order

RECOMMENDATION BIA-106-2013

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 5:16 pm.

CARRIED.

2. APPROVAL OF THE MINUTES

The minutes of August 8, 2013 were distributed, reviewed and approved.

RECOMMENDATION BIA-107-2013

Moved by: Heather Sewell

Seconded by: Al Pontes

CARRIED.

3. BUSINESS ARISING FROM THE MINUTES

Discussion among the board with respect to the vignette release date. The opportunities of the Farmers Market and the upcoming Fall Fair were brought forward. It was decided that presenting at the Fall Fair would have a greater audience and be more impactful. In order to review the vignette prior to release the board agreed all in favor of rescheduling October 10th meeting to October 3rd.

Recommendation to review the board's goals carried over.

Farmers Market survey carried over.

DISCLOSURE OF PECUNIARY INTEREST

NONE

4. DISCUSSION

Maple Syrup Committee

Jerry Rebidoux of the Maple Syrup Festival joined the board to explore ways the Maple Syrup Festival and Elmvale BIA can work together. The next event will be held on April 26th (generally the 3rd Saturday in April) and local advertisement will commence within the next week or so. The board was in the digest last year and anticipates doing so again. Ideas to collaborate such as matching the current bursary awarded to the Ambassador; maintaining the current Main Sign by Replacing the letters and regular maintenance; the potential of sponsoring a community activity such as a scavenger hunt were pitched and carried forward for further discussion in January 2014. Jerry thanked the board and excused himself at which time the board further discussed the avenue in which way to get the businesses involved, how to get their businesses outside and what the benefits are to them. Filling the empty storefronts for this event would be important and a museum and maple syrup collection artifacts were suggested.

"Elmvale Gateway" Project

Janine reported on the progress made between the Township and Suncor on the vacant lot at Yonge St. and Queen St., Elmvale. The Township will lease this property for a duration of 10 years. A demolition permit has been issued and the current structure will be taken down. Landscape/Architect drawings have been approved and will be shown to this board at a later date. A design including approximately 12 parking spots and a greenspace parkette is outlined for the space. Discussion ensued identifying opportunity for BIA to sponsor within the current design ideas such as a gazebo, benches, kiosk info, tress and plants. Carried for further discussion at a later date.

Facebook Photo Contest

Pamela Higgins present on behalf of Facebook Photo Contest. The board reviewed the initial purpose of hosting the contest and agreed it was designed to create awareness of the community of Elmvale. Businesses were provided an

opportunity to promote within their store with a poster and information about the contest. As the contest continued, inquiries were received expressing difficulty uploading photos for submission. Furthermore, upon review of submissions for contest purposes some discrepancies were found and those photos were deemed disqualified. Due to low participation and keeping the goal in mind it was decided to extend or keep open the contest until the end of August. The board discussed the negative feedback businesses were receiving from the public after learning of the extension and a winner not being announced as initially indicated. A resolution was achieved to review the current submissions (none of which were entered after the initial deadline of July 31) vote on a winner and announce it at the Fall Fair on October 11. A vote took place of the 3 contenders; DIANA MARKWICK – 164 votes; MELLISA SMALL – 127 votes; ROSEALIE MARKWICK – 13 votes. The Board voted 7 in favor of awarding DIANA MARKWICK 1st prize. Pamela suggested to the board that the Social Media Policy be reviewed to outline expectations for future use.

Database and Website

In reviewing the website it was suggested to include current events. The Customer Appreciation Day is still being highlighted although passed.

Other Business

Pamela Higgins asked the board if status of not-for-profit was obtained. It was not clear and Janine indicated she would review this information at the Township.

RECOMMENDATION BIA-108-2013

Moved by: Bob Simmons
Seconded by: Heather Sewell

That an Events Sub-Committee be established including Candi, Carmen and Heather.

RECOMMENDATION BIA-109-2013

Moved by: Bob Simmons
Seconded by: Tim Ashworth

That a Website Sub-Committee be established including Heather, Brenda, Bob and open to all business members.

CARRIED

5. **ADJOURNMENT**

RECOMMENDATION BIA-110-2013

Moved by: Heather Sewell
Seconded By: Tim Ashworth

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 7:10pm to meet next on October 3, 2013 at 5:15 pm at the Springwater Library, Elmvale Branch.

CARRIED

Al Pontes, Chair

Candi Fox – Secretary