



ELMVALE BIA MINUTES
September 17, 2015 - 5:15 PM
Springwater Library

Elmvale Branch

Present:

Al Pontes, Chair
Bob Simmons, Treasurer
Lillian Fry, Secretary
Heather Sewell, Tourism Director
Peter Kaukola, Tourism Director

Brenda Stanley, Marketing Director
Leanne Tuck, The Gift Shoppe
Councillor Katy Austin
Councillor Sandy McConkey
Janine Peck, Township of Springwater

Also Present:

Regrets:

James Harper, Vice Chair

1. CALL TO ORDER

1.1. Call to order and welcome.

RECOMMENDATION BIA-187-2015

Moved by: Al Pontes
Seconded by: Lillian Fry

THAT this Annual General meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:15 pm, September 17, 2015.

CARRIED.

2. APPROVAL OF THE MINUTES

The minutes for August 20, 2015 were reviewed for approval.

RECOMMENDATION BIA-188-2015

Moved by: Heather Sewell
Seconded by: Leanne Tuck

THAT the minutes from August 20, 2015 are accepted as reviewed.

CARRIED.

3. BUSINESS ARISING FROM THE MINUTES

Al and Brenda will meet with Renee Stead, and Tanya Snell from What's Up Hut and provide feedback to the board at the next meeting.

4. DISCLOSURE OF PECUNIARY INTEREST

None.

5. DISCUSSION/COMMITTEES

5.1 Community Improvement Plan

Janine and Chris are still working on this and will have more information soon. The BIA recommendations have been submitted.

5.2 Upcoming Events – Fall Fair

The board discussed the email circulated by Heather regarding a BIA booth in the Fall Fair. It was decided that we will not do a booth this year. Al, Brenda and Janine will work on a Shop Local theme sponsored by the BIA and will see if they can get a convertible car to use for advertising in the Fall Fair parade.

RECOMMENDATION-BIA-189-2015

Moved by: Brenda Stanley

Seconded by: Katy Austin Peck

THAT the BIA board approve up to \$250. for website/advertising for the Fall Fair.

CARRIED.

5.3 Marketing Director's Report

Brenda suggested we look at a radio campaign for Holiday events to run from late October/Nov to the New Year. This could feature; Sleigh Ride, Carol singing, Christmas Tree Lighting, evening shopping in Elmvale, window decorating contest etc.

5.4 Tourism Directors' Report

Expenses for the Vintage event were submitted to the treasurer. If more people can help this could be a viable yearly event. Considering there was a short timeline to prepare the event it was very successful. The board will consider it again for next year.

5.5 Treasurer's Report

Al and Bob will prepare a budget for 2016 modelled on our goals and send it by email to the board for approval.

5.6 Councillors' Items

Katy reminded the board that a square dancing event will be held in the Elmvale Community Hall on October 17. The idea is to feature cultural activities and bring them to Elmvale. Katy said someone was asking if a skating rink could be made at the parkette. The board discussed some of the considerations for a rink in this location. These included safety issues, supervision, management and restrictions for the use of this area by the Suncor lease agreement.

6. **NEW BUSINESS** None

7. **ADJOURNMENT**

RECOMMENDATION-BIA-190-2015

Moved by: Al Pontes

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:15 pm to meet next on Thursday October 15, at 5:15 pm in the Springwater Library, Elmvale Branch.

Al Pontes, Chair

Lillian Fry, Secretary

Open Discussion/Question Period

