



ELMVALE BIA MINUTES
April 21, 2016 - 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, Knitwits.ca

Also Present:

Amanda Young, Nanny's Bloomers
Susie Moreau, Twice Around

Regrets:

Councillor Katy Austin, Councillor Sandy McConkey, Janine Peck, Township of Springwater

1. CALL TO ORDER

1.1. Call to order and welcome.

RECOMMENDATION BIA-07-2016

Moved by: Al Pontes
Seconded by: Peter Kaukola

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:15 pm, April 21, 2016.

CARRIED.

2. APPROVAL OF THE MINUTES

Minutes for February 18 and March 17 were reviewed. For the minutes of March 17, the following changes were made; 5.1 - 'be' was added following 'may' and 5.2 – 60 was replaced with 57 times. Each business would have 10 second spots.

RECOMMENDATION-BIA-08-2016

Moved by: Bob Simmons

Seconded by: Al Pontes

THAT the minutes of February 18 be approved as submitted.

CARRIED.

RECOMMENDATION-BIA-09-2016

Moved by: Heather Sewell

Seconded by: Brenda Stanley

THAT the minutes of March 17 be approved as revised.

CARRIED.

3. BUSINESS ARISING FROM THE MINUTES

None.

4. DISCLOSURE OF PECUNIARY INTEREST

None.

5. DISCUSSION/COMMITTEES

5.1 Community Improvement Plan

No report.

5.2 Marketing Director's Report

Brenda reported that there has been a tremendous response to the upcoming radio advertising campaign (the Dock, KICX).

RECOMMENDATION-BIA-10-2016

Moved by: Al Pontes

Seconded by: Heather Sewell

THAT the BIA increase the funds for the advertising campaign not to exceed \$12,000. As a result of significant member interest.

CARRIED.

5.3 Tourism Directors' Report

a) Peter has arranged entertainment for the Elmvale Summer concert Series to begin on Saturday, June 4, from 1-5 pm. Some Fridays will be included such as the opening of the Farmer's market on Friday June 10, 2016. Peter also reported that improvements will be made to the bandstand by the Township of Springwater to include improved electrical, and better coverage.

RECOMMENDATION-BIA-11-2016

Moved by: Leanne Tuck

Seconded by: Brenda Stanley

THAT the BIA allot up to \$3,000. for entertainment costs for the Elmvale Concert Series of 2016.

CARRIED.

b) Heather reported that Vintage/Antique Days are in the planning stages. Possible dates could be July 2, and August 13.

5.4 Treasurer's Report

Budget report deferred to next meeting.

5.5 Councillors' Items

No report.

6. NEW BUSINESS

Bob asked if the BIA would be interested in sponsoring a bursary for EDHS. The board members were supportive of this idea. Bob will present the award at graduation on June 29, 2016 on behalf of the Elmvale BIA.

RECOMMENDATION-BIA-12-2016

Moved by: Bob Simmons

Seconded by: Brenda Stanley

THAT the BIA sponsor a bursary for EDHS in the amount of \$100.

CARRIED.

7. The BIA board discussed an AGM date of Wednesday June 15, 2016 pending the availability of the library.

ADJOURNMENT

RECOMMENDATION-BIA-13-2016

Moved by: Al Pontes

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:10 pm to meet next on Thursday May 19, 2016, at 5:15 pm in the Springwater Library, Elmvale Branch.

Al Pontes, Chair

Lillian Fry, Secretary

Open Discussion/Question Period