



ELMVALE BIA MINUTES
June 16, 2016 - 5:15 PM
Springwater Library

Elmvale Branch

Present:

Al Pontes, Chair
Lillian Fry, Secretary
Bob Simmons, Treasurer
Heather Sewell, Tourism Director
Peter Kaukola, Tourism Director
Brenda Stanley, Marketing Director
Leanne Tuck, Knitwits.ca
Councillor Sandy McConkey, Township of Springwater
Councillor Katy Austin, Township of Springwater

Also Present:

Susie Moreau, Twice Around
Dean Bezanson, Competitive Edge Sports
Cindy Lanning, The Vapour Store
Amanda Young, Nanny's Bloomers

Regrets:

1. CALL TO ORDER

- 1.1. Call to order and welcome. Those in attendance introduced themselves and members welcomed Dean Bezanson (Competitive Edge Sports).

RECOMMENDATION BIA-17-2016

Moved by: Heather Sewell
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, June 16, 2016.

CARRIED.

2. APPROVAL OF THE MINUTES

Minutes for May 19 were reviewed.

RECOMMENDATION-BIA-18-2016

Moved by: Al Pontes

Seconded by: Heather Sewell

THAT the minutes of May 19 are approved as submitted.

CARRIED.

BUSINESS ARISING FROM THE MINUTES

3.

- a) The confirmed date for the AGM is July 26th at the Elmvale Library at 5:15 pm. The business meeting will start at 5:45 pm. Al will take care of refreshments.
- b) Katy will contact the Hall Board to find out if a hall rental discount could be offered to Kidd Family Auctions. The rationale for this consideration is based on the view that the auction event will bring shoppers/visitors into Elmvale who would visit local businesses and boost business activity.

4.

DISCLOSURE OF PECUNIARY INTEREST

None.

5.

DISCUSSION/COMMITTEES

5.1 Community Improvement Plan

No report.

5.2 Marketing Director's Report

Brenda shared the radio ad with the BIA board. Several businesses involved reported positive responses and new visitors. A new BIA commercial celebrates 'Music in the Park, Vintage Days and the Farmers' Market'.

5.3 Tourism Directors' Report

Vintage days Update: Heather handed out flyers for the Strut Your Vintage Festival on July 2. This day will include a Vintage Car Show, Professional musicians, Art in the Park, BBA, Antique dealers, an Antique Appraisal Clinic, free face painting, and Charlie Chaplin. Businesses can donate items to the

free gift bags. These bags will be given to visitors who dress up in vintage clothing for attending the event. Leanne will organize the gift bag donations.

5.4 Treasurer's Report

Budget report will be prepared by Al and Bob for the AGM and they will send it out by email for the board members to review.

5.5 Councillors' Items

Sandy McConkey reported that there will be no Township of Springwater staff representatives to attend future BIA meetings. Councillors will function as liaisons between the BIA board and the Township.

6. NEW BUSINESS

The BIA membership in the OBIAA has been renewed at a cost of \$235.04.

7. ADJOURNMENT

RECOMMENDATION-BIA-19-2016

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 Tuesday July 26, 2016, for the Annual General Meeting at 5:15 pm in the Springwater Library, Elmvale Branch.

Al Pontes, Chair

Lillian Fry, Secretary

Open Discussion/Question Period

