



ELMVALE BIA MINUTES
March 17, 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
Leanne Tuck, Knitwits.ca

Councillor Katy Austin
Janine Peck, Township of Springwater

Also Present:

Regrets:

Brenda Stanley, Marketing Director, Councillor Sandy McConkey

1. CALL TO ORDER

1.1. Call to order and welcome.

RECOMMENDATION BIA-05-2016

Moved by: Al Pontes
Seconded by: Lillian Fry

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:15 pm, March 17, 2016.

CARRIED.

2. APPROVAL OF THE MINUTES

Minutes for February 18 will be reviewed at the next meeting on April 21, 2016.

3. **BUSINESS ARISING FROM THE MINUTES**

None.

4. **DISCLOSURE OF PECUNIARY INTEREST**

None.

5. **DISCUSSION/COMMITTEES**

5.1 Community Improvement Plan

Janine reported that Chris Russell and Springwater staff are designing an application process so that local businesses can apply for financial assistance for projects designed to improve the business/community. Some projects that may be considered could be; improved facades, building and grounds repairs and signage. A process should be available soon.

5.2 Marketing Director's Report

AI reported on the radio advertising campaign (the Dock, KICX) and provided two handouts. The BIA would pay \$400. and each business would pay \$400. For the advertising spots. (30 second spots – 57 times). Each business would have 10 spots. We would need 12 businesses to participate in the campaign that would take place following the Maple Syrup Festival in April.

5.3 Tourism Directors' Report

Peter mentioned there are several upcoming events to be discussed at the next meeting. These events include; summer festivities, garage sale, Vintage Days, Music in the Park and Christmas.

5.4 Treasurer's Report

No Report.

5.5 Councillors' Items

Katy was unable to attend the Community Improvement Plan meeting on March 7. Heather said some information was provided but more work is being done at the Township level.

6. **NEW BUSINESS**

Janine mentioned that an EXPO for Skilled Trades will be held in Elmvale in June 2016. This will be of particular interest to high school students and others looking to work in the trades. Demonstrations of the trades will be featured and as a host location, Elmvale will have an influx of visitors to the business community as well.

Bob shared the new flyer for the Elmvale Farmer's Market, now in its 8th year! The BIA may be able to sponsor some prizes for the opening.

The BIA board discussed an AGM date of Wednesday May 11, 2016.

7. **ADJOURNMENT**

RECOMMENDATION-BIA-06-2016

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 April 21, 2016, at 5:15 pm in the Springwater Library, Elmvale Branch.

Al Pontes, Chair

Lillian Fry, Secretary

Open Discussion/Question Period

