



**ELMVALE BIA MINUTES**  
**May 19, 2016 - 5:15 PM**  
**Springwater Library**

**Elmvale Branch**

**Present:**

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

**Also Present:**

Lyn Grose, Kidd Family Auctions  
Amanda Young, Nanny's Bloomers  
Suzanne Flury, Bunches of Blooms  
Susie Moreau, Twice Around

**Regrets:**

Councillor Katy Austin, Janine Peck, Township of Springwater, Bob Simmons, Treasurer

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**1. CALL TO ORDER**

1.1. Call to order and welcome.

**RECOMMENDATION BIA-14-2016**

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, May 19, 2016.

**CARRIED.**

**2. APPROVAL OF THE MINUTES**

Minutes for April 21 were reviewed.

**RECOMMENDATION-BIA-15-2016**

Moved by: Al Pontes

Seconded by: Heather Sewell

THAT the minutes of April 21 are approved as submitted.

**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**

The BIA members in attendance listened to some of the 30 second advertising spots from the BIA sponsored advertising campaign. Businesses involved reported positive responses.

**5.3 Tourism Directors' Report**

Vintage days will be July 2, and August 13, 2016. This will be in conjunction with Music in the Park and Farmers' Market.

**5.4 Treasurer's Report**

Budget report will be prepared for the AGM with discussion at next meeting.

**5.5 Councillors' Items**

Sandy McConkey will find out more information about staff representation from the Township of Springwater at future BIA meetings and the Annual General Meeting.

6. **NEW BUSINESS**

Lyn Grose from 'Kidd Family Auctions' (home base in Shelburne) could host an auction event in the Community Hall. They have consigners already interested. They promote their business through an online presence, radio, newspapers and word-of-mouth. An event like this could bring a lot of visitors to Elmvale.

The BIA board discussed an AGM date of Wednesday July 13, 2016 pending the availability of the library. Sandy McConkey will find out if council and/or staff of the Township of Springwater will be able to attend on this date.

Suzanne Flury, (Bunches of Blooms), asked about the business listings on the BIA website. They do not appear to be accessible. Brenda said they are converting to a new system and they will be on the website shortly.

7.

**ADJOURNMENT**

**RECOMMENDATION-BIA-16-2016**

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 June 16, 2016, at 5:15 pm in the Springwater Library, Elmvale Branch.

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Al Pontes, Chair

Lillian Fry, Secretary

**Open Discussion/Question Period**

