



**ELMVALE BIA MINUTES**  
**October 15, 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  
Councillor Katy Austin  
Councillor Sandy McConkey  
Janine Peck, Township of Springwater

**Also Present:**

**Regrets:**

James Harper, Vice Chair, Leanne Tuck, The Gift Shoppe

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**1. CALL TO ORDER**

1.1. Call to order and welcome.

**RECOMMENDATION BIA-191-2015**

Moved by: Al Pontes  
Seconded by: Brenda Stanley

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

**CARRIED.**

**2. APPROVAL OF THE MINUTES**

The minutes for September 17, 2015 were reviewed for approval.

**RECOMMENDATION BIA-192-2015**

Moved by: Brenda Stanley  
Seconded by: Heather Sewell

THAT the minutes from September 17, are accepted as revised. (remove 'Annual' section 1.1, remove 'Peck' section 5.2, remove 'parkette' replace with gateway, section 5.6)

**CARRIED.**

**3. BUSINESS ARISING FROM THE MINUTES**

Katy reported that the person interested in campaigning for a skating rink at the gateway will not be pursuing this project.

Brenda and Al met with the 'whatsuphut' advertising group. The BIA board members felt that endorsement of a specific advertising venue would not be necessary.

**4. DISCLOSURE OF PECUNIARY INTEREST**

None.

**5. DISCUSSION/COMMITTEES**

**5.1 Community Improvement Plan**

Janine and Chris are still working on this and there will be an Open House at the Township of Springwater Admin Centre on October 22. Heather will attend as a BIA representative. Janine and Chris are reviewing the draft of suggestions submitted by the BIA. There is also a Business Planning workshop at the Elmvale Library on October 27. (contact person – Lois Irwin)

**5.2 Upcoming Events – Christmas in the Village**

A Craft Show to take place on Dec. 5 and 6, will be sponsored by Focus Elmvale. Heather will find out about sending notices to schools to advertise upcoming events. The board discussed a window decorating contest, Heather and Peter will meet with other key organizers to firm up the dates for other holiday events.

**5.3 Marketing Director's Report**

Brenda suggested we look at promoting Christmas in the Village and have a 'Twelve Days of Christmas' marketing event. Stores could come up with twelve special ideas to promote shopping at their location. This would be sent out in the Springwater News as a flyer. Brenda will send out an email of ideas for the Christmas week. She suggested also that each business could sponsor a tree and these could be placed in empty storefronts.

**RECOMMENDATION-BIA-193-2015**

Moved by: Peter Kaukola

Seconded by: Brenda Stanley

THAT the Board approve up to 1000. for printing and distributing flyers to advertise the Twelve Days of Christmas in The Springwater News.

**CARRIED.**

**5.4 Tourism Directors' Report**

Peter suggested we plan for next spring by talking about how to have more events that would encourage shoppers to come to Elmvale.

**5.5 Treasurer's Report**

Report was approved by email.

**5.6 Councillors' Items**

.Check the Township website for an update on waste management meetings and strategic plan meetings.

**6. NEW BUSINESS**

Janine said there will be a Volunteer Appreciation event at the Township Admin Centre on Thurs. Nov. 19, from 7-9 pm. BIA committee members are invited to attend. Brenda will provide Janine with 3-5 photos of 'Vintage Days' for the event.

**7. ADJOURNMENT**

**RECOMMENDATION-BIA-194-2015**

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 November 19, 5:15 pm in the Springwater Library, Elmvale Branch.

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Al Pontes, Chair

Lillian Fry, Secretary



