

Minutes of the Aldergrove Business Association General Meeting
January 19, 2023 at 6:15pm
Toy Central, 2993 272nd St., Aldergrove

Present:

Jen Hinch, Secretary/Treasurer
Sarah Murdoch, President
Veronica Cave, Director
Trisha Maass, Director
Tami Quiring, Member
Scott White, Member
Emma Stewart, Guest
Virginia Plant, Member
Jodi Steeves, Member
Rob Robinson, Guest

Regrets:

Robin McIntosh, Director
Sharon Brown, Director

1. **Agenda:** Moved by Trisha and seconded by Sarah that the January 19, 2023 agenda be adopted as circulated.
2. **Previous Minutes:** Moved by Sarah and seconded by Trisha that the minutes from the December 15, 2022 General Meeting be adopted as circulated.
3. **Correspondence:**
 - a. Tourism Langley e-mail – We've been invited to be a stakeholder with Tourism Langley so that we can be kept in the loop with updates and initiatives related to tourism. As a stakeholder we would receive Tourism Langley's monthly newsletter. We agreed that we should sign up to be a stakeholder. There is no cost. Jen will sign up.
 - b. Aldergrove Star article – due tomorrow. Jen asked for ideas what to put in the article. Some ideas are – write how we're putting together an event calendar for 2023, promote our social media channels, and write a summary of successes in 2022.
4. **Treasurer's Report:** Updated cashflow spreadsheet and membership list was distributed to group. There was one new member this month – Re/Max Aldercenter Realty. Pups and Purrs has closed their business and so has asked to be removed as a member. Some 2022 members did not renew for 2023, so our membership is now at 52 members.

5. Outstanding Business:

- a. Letter of Congrats to new mayors and council – Sarah will finish writing the letters this week.
- b. Banner Grant Application – Emma suggested we call Big Bold and Beautiful Banners to get a quote. Jodi suggested we ask Frank to install them, and she forwarded his contact info to Jen. Sarah suggested we strike a committee to plan the banner installations, but nobody wanted to take this on. Deadline to apply for banner grant is Feb. 28.
- c. Community Association Grant and Grant for Special Events – It was decided we will strike an Events Committee. Sarah will lead, with Trisha and Jodi also on the committee. Jen will email members and ask who else wants to join events committee. Sarah will give Jen ideas for what grant money could be used for and in what event. Deadline to apply for grants is Feb. 28.
- d. Discount cards – Should be renamed Discounts and Promotions. Jen to refresh discounts and promotions listed on website. Jen will email members and request more discounts and promotions. It was decided we should print the cards with each company name on them. Jen will forward list to Scott for printing.

6. Committee Reports:

- a. **Membership:** Virginia has no time to do more phoning. Sarah suggested we should all go out and ‘pound the pavement’ to let businesses know who we are and what we do, and ask them to join the ABA. She will finalize block ambassadors and delegate directors to go door knocking in their respective blocks.

7. Events:

- a. On the Menu – It was decided we should do On the Menu events about 4 times a year, or every 2nd month. We should focus on social media topics this year. Jen will email members and ask if anyone wants to host an event at their place of business. Cooperators and Jodi Steeves will host an event at their office too. Jodi and Trisha will plan these events going forward.
- b. Sarah outlined her event ideas for 2023:
 - i. Valentine’s Kindness cards – cards could go out with meals in collaboration with Meals on Wheels. Cooperators could donate prize for best designed card.
 - ii. Spring Break shop local
 - iii. Easter Egg Hunt in collaboration with Jodi Steeves on Apr. 8
 - iv. Earth Day clean up on Apr. 22
 - v. Taste of our Town in June
 - vi. Canada Day/Family Fun Day in collaboration with TOL?
 - vii. Congrats to Grads – (Jodi will call high school and see if they’re doing a dress drive)

- viii. Community Heritage Day in collaboration with Heritage Society on Aug. 19
- ix. Cruise In Sept. 9 (Sarah will contact them)
- x. Trick or Treat the Town
- xi. Remembrance Day
- xii. Christmas

8. New Business: Nothing to report.

9. Round Table:

- a. Rob reported that chocolate sales were really good over Christmas. You can buy his chocolates at Veronica's, JD Farms and Krause Farms. Right now he is promoting movies to be filmed at his farm.
 - b. Jodi has been busy delivering gift boxes to clients for Valentine's Day with champagne and chocolates.
 - c. Tami and Scott are trying to figure out a discount for ABA members.
 - d. Virginia has been trying to simplify doing income taxes for her clients.
 - e. Veronica will be paying for hot drinks at Meals on Wheels next Wed from 9-2. She will give Jen the promo about it so she can post on ABA facebook page.
 - f. Emma is a realtor who grew up in Aldergrove. She likes to give back to Aldergrove. She is also a part of the rotary and Starfish program. She's been busy doing home ownership workshops, a 3 part series along with RBC.
 - g. Trisha is busy with RRSP season and is moving in May.
 - h. Sarah will doing window displays promoting other businesses' merchandise.
 - i. Jen is working on getting a water bottle re-fill machine in her shop.
- 10. Adjourn:** Moved by Sarah, seconded by Veronica at 7:35 pm. All in favour.
- 11. Next Meeting:** February 16th at 6:00pm at Toy Central. AGM will be held March 16 at 6:00pm, probably at Meals on Wheels but Jen will inquire about room rental first.