

**Minutes of the Aldergrove Business Association General Meeting**  
**November 2, 2023 at 6:05 pm**  
**Jodi Steeves' Office, 27272 Fraser Hwy, Aldergrove**

**Present:**

Jodi Steeves, President  
Jen Hinch, Secretary/Treasurer  
Robin McIntosh, Vice President  
Sharon Brown, Director  
Baylee Webster, Director  
Bonnie Angelini, Director  
Vanessa Pike, Member  
Colin Hamilton, Member

**Regrets:**

Greg Davis, Director

1. **Agenda:** Moved by Robin and seconded by Bonnie that the November 2, 2023 agenda be adopted as circulated.
2. **Previous Minutes:** Moved by Jodi and seconded by Sharon that the minutes from the September 21, 2023 General Meeting be adopted as circulated.
3. **Correspondence:**
  - a. Kylene Shannon has resigned as Director.
  - b. Colin Hamilton from Infinity Cards & Collectibles has volunteered to replace Kylene's Director position. Colin's wife and co-owner of Infinity, Natalina can help Colin out as well. Jen asked for motion to accept Colin Hamilton as Director to replace Kylene until the AGM in March 2024. This motion was moved by Sharon and seconded by Bonnie. All in favour. Motion carried.
  - c. Ideas for Aldergrove Star article – promote Christmas parade and tree lighting events. Promote new benefits of joining the ABA (free for rest of year if you join now, plus free 1 minute video). Highlight discount benefit, showing how much members can save using discounts. Colin suggested we could 'raid' or 'storm' a member business every month who offers a discount.
4. **Treasurer's Report:** One new member – Integrate and Thrive. Jen updated the group with the ABA's financial position. There is \$6484.70 in the ABA bank account. \$641.12 was spent on the Lemonade Legends event. \$2500 (grant from TOL) must be spent on the Christmas tree lighting event. There is \$1944.17 left from the TOL banner grant to be used on future banner installations. Discussion was had about our financial position and how we really need to increase our membership. It was agreed that we would send

out renewal invoices, and ask for member discounts at the same time. Jen will have to send out renewal invoices manually since we don't have Quickbooks and the auto invoice option is not available from our website.

#### **Outstanding Business:**

- a. Shop Local survey recap – there were 35 respondents for the survey. We will share the results with our members.
- b. Cruise-in survey recap – there were 10 respondents for the survey. We will share the results with the Cruise-in staff.
- c. Volunteer/pillar in the community banner program – this will take place in April for volunteer week. We should start planning this in January.
- d. Banner update – the Remembrance Day banners have been installed in the median on Fraser Hwy. After Remembrance Day, the Christmas banners will replace them. This is all being done by Cobra Electric.
- e. 15 minute parking update – a revised letter was sent to Ary from the TOL by Jodi. This letter was approved by all Directors. It was passed around to the group.

#### **5. Committee Reports:**

- a. Membership – Sharon, Bonnie and Jodi had a meeting, and they decided to have a contest between now and Nov. 30 to see how many new members they can sign up.
- b. Events:
  - i. Halloween Trick or Treat the Town update – List of participating businesses were distributed to the group with ABA members highlighted, **Action: Jen will email all non-members and ask them to join the ABA.** The Cooperators plaza only got 1 family, but downtown Aldergrove got at least 150 kids. Maybe next year businesses outside the core could set up tables downtown.
  - ii. Mingler event with Sherri-Lee Woycik – only 3 members showed up the event. Should we have another mingler event? Discussion was had whether we should charge a nominal fee to attend, or if we should call and confirm attendees before the event. Should we have a members-only Christmas mingler? Jen and Jodi will discuss this further.
  - iii. Remembrance Day – Greg will lay the wreath on behalf of the ABA this year.
  - iv. Shop local event (November 12-24). **Action: Jen asked Directors to shop locally at our members businesses, take pics or videos promoting their Christmas offerings and send it to her for social media content.**
  - v. Kids for Kindness Day – Kids paired up with an ABA member to volunteer, showing kindness in the community. We can do this event along with Pink Shirt Day. Start planning and promoting this in January.

vi. Christmas Committee update – The parade will be held on Saturday, Dec. 16 at 6pm. Robing reported: The Elks have dropped out, so they now need to find someone else to provide the tent and refreshments/snacks. \$5000 grant was given to the Fair, \$2500 for ACA and \$2500 for ABA. Universal Traffic has taken over for all traffic companies in the Fraser Valley now. No volunteers are allowed anymore and they have to create a plan first. The cost for the plan is \$2250. They won't provide an estimate until they create the plan. \$1000 is also needed for promo and signage. So they are in a deficit position now. Last year the TOL stepped up and helped out financially. Once they get the quote from Universal Traffic, they will approach Mayor Woodward for help. The traffic plan is a 1 time fee. They could possibly pay ½ this year, and ½ next year. 6 employees for traffic will be needed. The Spirit stage will be paid for by the ACA. They want more lighting – looking for quote. Looking for sponsors for food, parade and fencing. They've asked the Rotary to supply hot dogs and are just waiting to hear back from them. Langley City cancelled their Christmas parade again this year. This year the group decided not to organize the Light Up awards. Greg reported: Info on parade - <https://aldergrovefair.ca/parades/rules-regulations/> Parade registration - <https://aldergrovefair.ca/parades/entry/>

- Is ABA having a float? (No)
- Decided to keep the event totally free, there was a discussion about bringing in food trucks.
- Decorations stored by ABA need taken out and given to Alyssa. (Done)
- Banner for parade will be hung after remembrance day.
- Pre Parade event:
  - Aldergrove Christmas Tree Lighting!
  - FREE family event
  - Sunday, November 26th 2023 4:30 to 5:30
  - Aldergrove Plaza (272 and Fraser highway)
  - Story & Carols with Mrs. Claus
  - Write and Mail Santa Letters
  - Candy Canes & Cookies
  - Fun characters
- Rotary installing Christmas lights Dec 2

**6. New Business:** Nothing to report.

**7. Round Table:**

- a. Robin reported that not enough people stepped up at the AGM for the Aldergrove Fair. So they're going to vote whether to cancel it or not. Vote will be held on Nov.

14. Robin will email Jen the details of the meeting so she can email it to our ABA contacts.
- b. Sharon reported that G&F might be able to offer a member discount of \$500 when you open a new account. She is just waiting for approval and then she will send the details to Jen.
- c. Vanessa reported that she would love to do a 15 minute orthobionomy demonstration at one of our meetings or events.
8. **Adjourn:** Moved by Jodi, seconded by Jen at 7:55 pm. All in favour.
9. **Next Meeting:** Thursday, Jan. 11<sup>th</sup>.