

Minutes of the Aldergrove Business Association General Meeting
September 21, 2023 at 6:05 pm
Jodi Steeves' Office, 27272 Fraser Hwy, Aldergrove

Present:

Jodi Steeves, President
Jen Hinch, Secretary/Treasurer, via Facetime
Sharon Brown, Director
Baylee Webster, Director
Greg Davis, Director
Bonnie Angelini, Director
Virginia Plant, Member
Veronica Cave, Member
Colin Hamilton, Member
Melissa Parkes, Member
Karen Long, Member
Lilian Cazacu, Member
Glen Vilio, Guest

Regrets:

Robin McIntosh, Vice President
Kylene Shannon, Director

1. **Agenda:** Moved by Jodi and seconded by Baylee that the September 21, 2023 agenda be adopted as circulated.
2. **Previous Minutes:** Moved by Jodi and seconded by Baylee that the minutes from the June 15, 2023 General Meeting be adopted as circulated.
3. **Correspondence:**
 - a. Ideas for Aldergrove Star article – promote Halloween Trick or Treat event, promote Shop Local (Nov. 12-24 & showcase on Facebook page), promote banner program to happen in Spring, promote Cruise-in Survey
4. **Treasurer's Report:** One new member – Brick Alley Bistro. Jen has been sick and was unable to update the cashflow spreadsheet for this meeting.

5. Outstanding Business:

- a. Jodi attended the Virtual Townhall with Translink on Aug. 3. See attached notes about the new independent shuttle service servicing Gloucester Business Centre.

6. Committee Reports:

- a. Membership – unable to form a sub-committee, Baylee continuing to distribute discount cards, ensure new members listed on ABA website directory promptly.
- b. Events:
 - i. Heritage Days recap: Baylee attended & assisted at a booth as a volunteer
 - ii. Little Lemonade Legends recap: successful, recommendations for next year: 2 levels of voting, add on a pizza party & have a magician/entertainer in attendance as well, obtain sponsorship(s)
 - iii. Halloween Trick or Treat - Oct. 31, 2023 from 2-4pm – participating businesses to hand out candy and have orange coloured balloons outside of business to indicate their participation. Baylee to hand out flyers to local businesses. Participating businesses commitment by Oct 15th, map to be drawn up of participating businesses to be given out to trick or treaters.
Action: check to see if Save-on Foods has an event this day as well
 - iv. Suggested we create checklists for future events
 - v. Mingler event with Sherri-Lee Woycik as speaker Oct 25th at Kitchen Makeovers (board room can hold up to 15 people). Jodi & Jen to confirm details
 - vi. Kids for Kindness Day (Kids paired up with an ABA member to volunteer showing kindness in the community), to happen sometime in spring – possibly February, possibly co-ordinate with pink shirt day
 - vii. Creation of Christmas committee – Not discussed
 - viii. Greg will lay a wreath on behalf of the ABA at the Remembrance Day event

7. New Business:

- a. Shop Local Survey: Jen to announce survey results so far. Jodi, Sharon, and Bonnie to canvass local businesses and personally collect survey answers from shoppers and business owners in regards to both Shop Local and Cruise-In
- b. Volunteer/pillar in the community banner program: nominations from the community, to take place sometime in Spring, will get banners made?
- c. Distributing minutes to members/non-members: create link to meeting minutes on ABA website and email contacts directing them to the website/link to view
- d. Fall or winter street banners: Jodi & Jen to discuss re-vamp of current banner program & budget. Need to create banner sub-committee

8. Round Table:

- a. Glen Vilio of Alder Alley raised concerns about new parking proposal in front of his business – reduction from 2 hour parking to 15 minute parking. Township advised him ABA was involved. Petition was started by one of the current businesses in the same street section and signatures on petition may be from business tenants. Jodi advised we sent a letter of support at one point but the owners of the buildings on this section of the street have the final vote. Jodi has already been in contact with the Township regarding this matter and has proposed a varying time zones plan as an alternative. Glen requested the ABA rescind our letter of support.

9. **Adjourn:** At 7:07 pm. All in favour.

10. Next Meeting: