

Minutes of the Aldergrove Business Association General Meeting
January 11, 2024 at 6:11 pm
Lucid Water's Office, 27112 Fraser Hwy, Aldergrove

Present:

Jodi Steeves, President
Jen Hinch, Secretary/Treasurer
Robin McIntosh, Vice President
Sharon Brown, Director
Vanessa Pike, Member
Virginia Plant, Member
Angela Pearce, Member

Regrets:

Greg Davis, Director
Baylee Webster, Director
Colin Hamilton, Director
Bonnie Angelini, Director

1. **Agenda:** Moved that the January 11, 2024 agenda be adopted as circulated.
2. **Previous Minutes:** Moved by Jodi and seconded by Robin that the minutes from the November 2, 2023 General Meeting be adopted as circulated.
3. **Correspondence:**
 - a. We received the invoice from iContext Internet Services for the domain hosting and SSL certificate. We agreed to pay this invoice, but to put the domain hosting on the June agenda for further discussion.
 - b. Ideas for Aldergrove Star article – promote our next meeting in February. Can we put a picture with the text? Jen will ask about this.
 - c. Advertising for the Aldergrove Star – Booking deadline to advertise is January 16. Rates are \$70 plus tax per month. The ABA page runs the last Friday of every month. Ask our members if anyone else is interested in advertising on the ABA page. Jodi texted Sheena from Glow Girl and she said she would take the last spot available.
 - d. Trick or Treat the Town feedback – Jen emailed everyone who participated in this event, and there were lots of positive feedback. Shannon Woykin suggested we have a passport that could be stamped at each participating location, and then kids would be entered into a draw to win a gift basket that all participating businesses would contribute to. Jodi suggested that businesses who weren't in the most visited areas could set up tables in the Aldergrove plaza next year instead.

- e. Aldergrove Legion Meet and Greet – The Legion is hosting a meet and greet for the Aldergrove Community on January 27, 2024 where they will be serving a burger, beer and trivia night fundraiser. Tickets are \$30 each and proceeds go to Shortreed School for covering part of their outdoor play area. Jodi said she would go, and Sharon and Robin might go. Jen will email the event to all ABA contacts and post it on our Facebook page.
4. **Treasurer’s Report:** Four new members – Glow Girl, Hive Donut, HRW & Co. and Maple Thai. Jen had emailed renewal invoices to all existing members and many have renewed. At this point, we have 69 members, but we will give all our members till the end of February to renew, and then we will have a more accurate membership number. Jen updated the group with the ABA’s financial position. There is \$5140.87 in the ABA bank account. The full amount of \$2500 (grant from TOL) was spent on the Christmas tree lighting event. \$391.02 was used to pay Cobra Electric for installing banners.

Outstanding Business:

- a. Shop Local event recap – Jodi had the Grinch visit ABA member businesses in December and post the pictures, with the businesses’ Christmas promotions on Facebook and Instagram. The event was received really well.
- b. Christmas tree lighting and parade recap – this event was extremely successful. It was the biggest parade in 10 years with over 60 entries! Lots of positive feedback. Alyssa Nielson coordinated the event and did an amazing job. Robin McIntosh did an awesome job coordinating all the traffic issues and being the MC of the parade. Lots of community/corporate support allowed the event to be completely free for all the attendees. Next year we want to duplicate what we did in 2023. The Christmas committee has a list of improvements and new ideas for next year as well.
- c. Banner update – the Christmas banners have been installed in the median on Fraser Hwy. **Action: Jen will coordinate with Cobra Electric to have these banners removed and have Spring banners installed instead.**
- d. Volunteer/pillar in the community banner program – there was some discussion about the parameters for selecting who should be the volunteer/pillar in our community. We decided to switch this to Not for Profit organizations in our community instead. We will select 8 organizations to be featured on banners that will be installed in the median on Fraser Hwy. **Action: Jen will get quote to print the 8 banners. Jodi will work on the design of the banners.**

5. Committee Reports:

- a. Membership – Jodi was instrumental in getting 2 of the new members to join the ABA. The other 2 members signed up as a result of Jen emailing participants from the Trick or Treat the Town event.
- b. Events:

- i. Kids for Kindness Day – Kids paired up with an ABA member to volunteer, showing kindness in the community. We want to do this in February along with Pink Shirt Day. Ideas for acts of kindness the kids could do are: holding doors open for shoppers at member businesses and writing cards to seniors. Robin suggested that we should promote this at the schools, and Cashmere has really good connections there, so she might be able to help. **Action: Jodi to write a summary of the event and Jen will email to all our members asking which members would like to participate in this event.**
- ii. Other 2024 events – we will do Little Lemonade Legends in August again, as well as the Trick or Treat the Town event, Christmas tree lighting and parade and the Shop Local event. We also want to do a Spring Cleaning event similar to the one we did prior to the pandemic. We will also have the opportunity for members to set up vendor tables during the Cruise In (at the plaza) and at the Aldergrove Fair. Discussion was had about having an ABA Day in July where we promote the ABA. **Put this on the next agenda for further discussion.** Discussion was had about how to better promote our events. Jen can share the events on Facebook group pages such as Aldergrove Moms, All Things Aldergrove, Aldergrove Community Awareness, Aldergrove Awareness and North Otter Community.

6. New Business:

- a. 1 minute member video promos – The Chamber of Commerce, Coastal Framework and the Alder Liquor Store joined the ABA prior to the end of 2023 and as part of our promotion, they are interested in doing the 1 minute video offer where we promote them on our social media channels. Jodi and Robin will take this on. Or, perhaps they could ask one of our members to help. Angela knows a videographer that might be able to help, or we could ask Greg from Boldfish.
- b. 2024 Discount cards – we will give our existing members until the end of February to renew their membership and then we will have the 2024 discount cards printed. Sharon will deliver the cards to our members.

7. Round Table:

- a. Angela reported that their Dollar Days are coming up soon at Pearce Hardware.
- b. Vanessa reported again that she wants to do an Orthobionomy demonstration at one of our meetings or events.

8. Adjourn: Moved by Sharon, seconded by Vanessa at 7:40 pm. All in favour.

9. Next Meeting: Thursday, February 8 and combined with a Valentines Day social.