

Minutes of the Aldergrove Business Association General Meeting
February 8, 2024 at 6:17 pm
Jodi Steeve's Office, 27272 Fraser Hwy, Aldergrove

Present:

Jodi Steeves, President
Jen Davies, Secretary/Treasurer
Greg Davis, Director
Natalina Hamilton, Co-Director
Veronica Cave, Member
Vanessa Pike, Member
Virginia Plant, Member
Lilian Cazacu, Member
Karen Long, Member
Susan Glover, Guest

Regrets:

Robin McIntosh, Vice President
Baylee Webster, Director
Bonnie Angelini, Director
Sharon Brown, Director

1. **Agenda:** Moved that the February 8, 2024 agenda be adopted as circulated.
2. **Previous Minutes:** Moved by Jodi and seconded by Robin that the minutes from the January 11, 2024 General Meeting be adopted as circulated.
3. **Correspondence:**
 - a. Ideas for Aldergrove Star article – promote the Kids 4 Kindness event with new date and the upcoming AGM.
4. **Treasurer's Report:** One new member – Bellevue Park Senior Living. Despite another email reminder to renew membership, there are still many members who have not renewed. Natalina volunteered to call these members to remind them verbally. Jen updated the group with the ABA's financial position. There is \$5226.06 in the ABA bank account. Another \$391.02 was used to pay Cobra Electric for installing banners.

Outstanding Business:

- a. Banner update – the Spring banners have been installed in the median on Fraser Hwy. Jen passed around a Draft of the letter to the TOL requesting a grant for the 2024 banner program. Suggestions were made to improve the letter. Add design cost and add more banners to be printed in case some get damaged.

- b. Pillar in the community banner program – there are actually only 6 banners on the median in Fraser Hwy. Jen got a quote from Screenguild Signs to print the banners for \$1044.00. Jen will ask Tami if she could design them. Then we will randomly choose 6 non profit organizations to be featured on the banners.
- c. One minute video promos – Greg from Boldfish Video Production said he could help with this, but Jodi is still trying to coordinate a date/time to get these done.

5. Committee Reports:

- a. Membership – nothing to report
- b. Events:
 - i. Kids for Kindness Day – Kids paired up with an ABA member to volunteer, showing kindness in the community. We decided to change the date to March 23rd from 12-2pm, to coincide with Spring Break. Gulf and Fraser will donate \$150 and sling bags, Infinity Collectibles will donate \$100 and Fireside Café will donate \$100 in gift cards. We will randomly draw prizes for some of the kids, and each kid will receive a goody bag. Jodi is still finalizing the flyer for the event, and once this is done, Jen will promote it on Instagram, Facebook, our website and the Aldergrove Star. Jodi will promote this in her mailer. We will also deliver stickers with QR codes to businesses in Aldergrove, which will direct people to more information on our website. We will need volunteers to hand out the stickers. Jen will email our contacts and ask for volunteers, and also ask if any members want to sponsor prizes, participate as a business, or ask if they know any kids who would want to participate. Jodi, Vanessa, Susan and Karen will run the event on March 23. Kids will wear bracelets and buttons on event day (and we have some shirts too).
 - ii. Spring Cleaning event – We decided we should do our Spring Cleaning event in conjunction with Earth Day. Start promoting this after March 24th. Jen will connect with Earth Ninjas so we can work together on this project.
 - iii. ABA Day – We discussed that we could do a promotion for the ABA on Canada Day. The Aldergrove Fair is planning an event in the plaza that day, with a stage and entertainment. We could put up a tent there and promote the ABA as well as our upcoming events, like the Little Lemonade Legends in August.

6. New Business:

- a. AGM – We agreed to hold this on March 14 at 6pm. Discussion was had about where we could host it. The high school library? Meals on Wheels? Jodi's office? Jen and Jodi will discuss this further. We have to advertise the AGM at least 2 weeks prior to March 14.

- b. Social media calendar – Jodi will create a calendar for posting on social media. Natalina suggested she use the app Loomly to assist with this. Natalina also volunteered to train Keelie how to more effectively post on social media.

7. Round Table:

- a. Lilian informed us that his Aldergrove office is a satellite office only, and that he's been in business for 10 years now.
 - b. Jodi talked about her open houses coming up on the weekend, the Easter event she is planning for March 30th, and how she will be promoting Aldergrove on FM 93.7 on the upcoming weekends. She will also be moving out of her office on Apr. 30 and into the Remax office.
 - c. Vanessa is doing a demonstration on orthobionomy at the Senior's Centre Feb. 10 at 5:30.
 - d. Natalina promoted their Open Game nights on Friday nights from 5:00-8:00 and Trades nights on Wednesday nights.
 - e. Greg promoted the Taming Worry Dragons group for kids with anxiety issues. Kids attend with their parents. Register through LCSS.
8. **Adjourn:** All in favour.
9. **Next Meeting:** AGM – March 14 at 6pm.