

**Minutes of the Aldergrove Business Association General Meeting**  
**April 11, 2024 at 6:13 pm**  
**At Bellevue Park Senior Living's Office, 27272 Fraser Hwy, Aldergrove**

**Present:**

Jodi Steeves, President  
Jen Davies, Secretary/Treasurer  
Sharon Brown, Vice-President  
Vanessa Pike, Director  
Bonnie Angelini, Director  
Sherri Martin, Director  
Virginia Plant, Member  
Lilian Cazacu, Member  
Margie Naslund, Member

**Regrets:**

Greg Davis, Director  
Colin Hamilton, Director

1. **Agenda:** Moved by Sharon and seconded by Vanessa that the April 11, 2024 agenda be adopted as circulated.
2. **Previous Minutes:** Moved by Sharon and seconded by Jodi that the minutes from the February 8 11, 2024 General Meeting be adopted as circulated.
3. **Establish Roles for new BOD:** Jodi will remain as President, and Jen will remain as Secretary/Treasurer. Sharon will be Vice President. All others will be Directors at large.
4. **Correspondence:**
  - a. Letter from Dianne Kask – after discussing Dianne's letter, we agree with the problem but just not the solution. So we won't be writing a letter. We agreed that we will help promote pedestrian and road safety by posting reminders on social media.
  - b. TOL Transportation and Mobility Strategy session – the TOL has asked for a representative of the ABA to attend this session on April 18 at 9:00am. None of the directors present at the meeting were able to attend, so Jen will ask Colin and Greg if they're able to attend.
5. **Treasurer's Report:** Despite many attempts to email and call members to remind them to renew, there are still many members who have not renewed. We agreed that those members who have not renewed should have their business name 'softened' or 'unbolded' in our directory. Bonnie offered to put renewal letters in the mail as well. Jen updated the group with the ABA's financial position. There is \$5125.37 in the ABA

bank account. There was a \$150 donation from Gulf and Fraser for the Kids 4 Kindness event, and there is a \$100 donation from Coastal Frameworks that is forthcoming. The total expenses for Kids 4 Kindness were \$367.87. AGM expenses were \$95.37 and BC Societies Registry filing was \$40.00. These expenses still have to be recorded in the cashflow spreadsheet.

#### **Outstanding Business:**

- a. Banner update – Jen showed everyone the banners that she was thinking of using to replace all the existing banners along Fraser Hwy. since some of them are getting torn and disheveled. These banners are being re-used from previous years.
- b. Pillar in the community banner program – Jen hasn't heard back from Tami about designing the banners, so Margie volunteered to design them. Jodi will select the non-profit organizations to feature on the banners and contact them to get their logos. Margie will also ask her designer to quote for the printing costs.
- c. Business raid program – Colin wasn't present to share his ideas for how this program will work. Put forward to next meeting.
- d. One minute video promos – Greg from Boldfish Video Production is not getting back to Jodi, and he also didn't renew his membership, so Margie volunteered to do them instead. Jodi and Margie will coordinate a date/time to get these done.
- e. Social media "Shout Outs" – Jodi wants to do 2 Shout Outs per week on social media. However, she needs content from each member. **Action: Jen to email all members and ask for their pics and content.**
- f. Discount cards – we need to order these for our paid members. We decided to have a one-year expiry date. Margie will ask her printer for quote.

#### **6. Committee Reports:**

- a. Membership – new committee will be Sherri (Chair), Vanessa and Margie.
- b. Events – new committee will be Jodi (Chair), Margie, Bonnie, Vanessa and Sharon.
  - i. Kids for Kindness Day – Jodi reported that 18 kids participated despite the rain. Kids had to sign up for the event online and parents had to be present for the event. She passed around the Aldergrove Star article reporting on the event. Next year she thinks 1 hour would be a better timeline for the event (instead of 2 hours), and she will ask businesses to donate gift cards that the kids could hand out to people. Another idea for next year would be to give gifts to the parents too. And cash prizes for the kids are not needed.
  - ii. Spring Cleaning event – will take place April 22-29. The event has already been posted on social media. Janda Group has donated \$500 for the prize. Member businesses need to text a photo of them doing spring

cleanup, and whoever texts the most pics will win the prize. **Action: Jen to email our members about the event. Vanessa will deliver flyers to our members. Jodi will design and print the flyers.**

- iii. ABA promotion on Canada Day – Sharon and Jodi can man the tent that day. We should have flyers to distribute, a prize draw to collect email addresses, event cards outlining our upcoming events, and maybe even a game/prize wheel/tattoos. **Action: Jen will inquire about getting vendor space on Canada Day.**

**7. New Business:**

- a. Ideas for Aldergrove Star article – promote the Spring Cleanup event, next meeting, perks of being ABA member.
- b. Group text messaging – Jen attempted to create a group text chat for the BOD, but she messed it up the first try, so she asked all Directors to delete the previous versions and she created a new one that will hopefully work better and include everyone going forward.
- c. Group photo was taken by Jen. To be posted on social media by Jodi.

**8. Round Table:**

**9. Next Meeting:** May 23 at 6pm at Bellevue's office.

**10. Adjourn:** Moved by Vanessa and seconded by Sharon at 7:35pm. All in favour.