

Minutes of the Aldergrove Business Association General Meeting
May 23, 2024 at 6:06 pm
At Bellevue Park Senior Living's Office, 27272 Fraser Hwy, Aldergrove

Present:

Jen Davies, Secretary/Treasurer
Sharon Brown, Vice-President
Vanessa Pike, Director
Sherri Martin, Director
Greg Davis, Director
Virginia Plant, Member
Thomas Pinter, Member
Nathen Wvong, Member
Kim Davies, Member
Veronica Cave, Member
Karen Long, Member

Regrets:

Jodi Steeves, President
Colin Hamilton, Director
Bonnie Angelini, Director

1. **Agenda:** Moved by Vanessa and seconded by Greg that the May 23, 2024 agenda be adopted as circulated.
2. **Previous Minutes:** Moved by Sharon and seconded by Sherri that the minutes from the April 11, 2024 General Meeting be adopted as circulated.
3. **Correspondence:**
 - a. Moonlight Movie in the Park – Sharon highlighted this event, organized by Gulf & Fraser and Interior Savings. It will be held in Aldergrove Park on Thursday, Aug. 29, and they want the ABA to help promote it, provide volunteers and maybe man a booth there. Funds raised will go to a non-profit organization in Aldergrove.
 - b. ICBC Pedestrian Safety campaign – Jodi is in discussions with Leanne Cassap from ICBC, and she will start posting pedestrian safety related posts on our social media channels. Another idea is to promote pedestrian safety and give out reflectors at our Canada Day event.
4. **Treasurer's Report:** Jen updated the group with the ABA's financial position. There is \$11094.46 in the ABA bank account. We received 2 grants from the TOL - \$2500 for the Christmas Tree Lighting event and \$4140 for the banner program. \$500 was paid out to the winner of the Spring Cleaning contest, and we are still waiting for the \$500 donation

from the Janda Group. There were 2 new members this month – Bakerview Memorial Cemetery and Aldergrove Painters, bringing our total membership number to 54.

Outstanding Business:

- a. Banner update – We received a request from Thunderbird Show Park to install their banners along Fraser Hwy. Thunderbird is a non profit organization – The Dianne and Gerry Tidball Foundation raises money to support youth up to the age of 25 to obtain training in the equine sport. We agreed that Thunderbird could showcase their banners, but we will ask them to become an ABA member, and also ask them to replace our banners when they remove theirs at the end of the summer. Other discussion was had about having for profit businesses create a promotional banner that they would pay for.
- b. Pillar in the community banner program – Jodi not present to update the group.
- c. TOL Transportation Strategy meeting recap – Colin not present to update the group.
- d. Business raid program – Colin wasn't present to share his ideas for how this program will work. Put forward to next meeting.
- e. One minute video promos – still having a hard time lining up all the members with the videographer. Jodi thinks it might be most efficient if we could ask our members to send us a video approximately 1 minute in length and we will edit it, promote it and boost it on all our platforms.
- f. Social media “Shout Outs” – Still looking for content from our members. The next Shout Out will be Perfection Cleaning.
- g. Discount cards – still waiting for quote from Margie's printer. Jen will follow up again.

5. Committee Reports:

- a. Membership (Sherri, Vanessa and Margie) – they had one meeting. It's not easy to get list of businesses in Aldergrove. Still working on design of new flyers. Sherri will print the flyers.
- b. Events (Jodi, Margie, Bonnie, Vanessa and Sharon) – no meeting held yet.
 - i. Spring Cleaning recap – took place end of April. The winner was Veronica's Perogies, who sent in 6 cleaning pics. Some ideas to improve event for next year – extend timeframe of event, get flyers and promo out earlier.
 - ii. ABA promotion on Canada Day – no parade this year. The event will be held at the Legion from 11am-3pm. There will be a BBQ, entertainment, kids games, non-profit organization booths, free hot dogs, chips, etc., multicultural dancing, photo booth, flag raising ceremony at 1pm.
Action: Sharon will start thinking about what to have at the booth. Jen will order a new ABA banner since she can't seem to find our old banner.

- iii. ABA Community tent at the Aldergrove Fair – this will take place July 19-21, with a car show on the Friday night, and the Fair on Saturday/Sunday. The ABA will help promote this. The Fair is once again giving the ABA a free booth that we can share with our members. Jen has emailed our contacts about this and has started sending out the time slot sheet for our members to fill out. The Fair is also offering ABA members a discounted vendor space for \$150 (regular price is \$175) if any members would prefer their own space for the entire weekend. Deadline to secure this space is June 15.

6. New Business:

- a. Ideas for Aldergrove Star article – promote the 1 minute video promos as ABA benefit, promote Movie in the Park and our newest member – Aldergrove Painters.
- b. Group text messaging – working good now.
- c. Group photo was taken by Kim. To be posted on social media by Jen.

7. Round Table:

- a. Veronica reported how she partnered with students from ASS to create new perogy fillings – hot dog, sherpherds pie and Jamaican patty. She will be selling these on Saturday from 12-2. 10% of sales goes back to the students. Also she promoted the 2nd annual Meat in the Street with 4 pulled pork/turkey masters competing. They're looking for sponsors. Proceeds going to the Starfish program. Taking place June 22 from 12-4 in the Plaza.
- b. Sherri promoted their Food & Friends program – a lunchtime event for seniors where they feature speakers/performers, sandwich and dessert for \$7. Next event will be held June 6 and June 20. This is organized by Langley Meals on Wheels in partnership with Bellevue Park.
- c. Greg promoted the Stay Gold car show coming up on June 23 at HD Stafford from 9-3. This will be the 3rd year LCSS has held the event, and proceeds go to LCSS.
- d. Nathen promoted Bakerview's Spring special – 10% off pre-planning and no interest, monthly payments.

8. Next Meeting: June 20 at 6pm at Bakerview Memorial Cemetery's office.

9. Adjourn: Moved by Vanessa and seconded by Greg at 7:44pm. All in favour.