

Minutes of the Aldergrove Business Association General Meeting
June 20, 2024 at 6:15 pm
At Bakerview Memorial Cemetery, 920 272nd St.

Present:

Jen Davies, Secretary/Treasurer
Sharon Brown, Vice-President
Jodi Steeves, President
Colin Hamilton, Director
Sherri Martin, Director
Bonnie Angelini, Director
Virginia Plant, Member
Nathen Wvong, Member
Veronica Cave, Member
Karen Long, Member
Sonya Crombie, Member

Regrets:

Vanessa Pike, Director
Greg Davis, Director

1. **Agenda:** Moved by Sharon and seconded by Bonnie that the June 20, 2024 agenda be adopted as circulated.
2. **Previous Minutes:** Moved by Jodi and seconded by Sharon that the minutes from the May 23, 2024 General Meeting be adopted as circulated.
3. **Correspondence:** Nothing to report.
4. **Treasurer's Report:** Jen updated the group with the ABA's financial position. There is \$9485.88 in the ABA bank account. \$1597.14 was paid to Cobra Electric for installing the Spring banners. We received an invoice from WCB in the amount of \$530.38 for unfiled payroll reporting from 2018 to 2023. This was because the ABA had hired a summer student in 2018 and 2019 but this student's payroll was never reported. And then for the years 2020 to 2023 we were supposed to file zero payroll but this wasn't done either. And this is all because we never received any correspondence from WCB. They must not have had our correct address on file. So they were charging penalties for all these years for not filing. Jen has now filed all the payroll amounts and she filled out their penalty review form. So we're just waiting to hear back from WCB as to the amount owing now. There were 3 new members this month – Thunderbird Show Park, Wireless Country and Randy's Game Shop, bringing our total membership number to 57.

Outstanding Business:

- a. Banner update – Thunderbird Show Park should be installing their banners soon. They know they have to remove their banners at the end of the season, and put ABA’s banners back up.
- b. Pillar in the community banner program – Jodi is waiting for some logos from the Rotary, Starfish Program and Meals on Wheels. The banners have been designed and will be ready to go as soon as she gets these logos.
- c. TOL Transportation Strategy meeting recap – Colin attended this meeting and represented the ABA. Jen has asked Colin to provide his notes for the minutes, but he is away on vacation.
- d. Business raid program – Colin’s idea is to raid a chosen business every month and show support. Rally our group and invite the public. Make a small \$5 purchase. If you participate, your business goes into a draw for the next raid. Colin will draft program details. The aim is to start this program in October.
- e. One minute video promos – still having a hard time getting our members to send us their videos. Now Jodi is thinking we should have a 2 hour time window for our members to come to Margie’s office to get the videos done there. Then Margie will edit them and we can promote them on all our platforms.
- f. Social media “Shout Outs” – Still looking for content from our members. Jen will email our members asking them for content.
- g. Discount cards – have been printed. Jen will pick up next week and Vanessa will hand them out to our members. We would also like Vanessa to ask our members to offer discounts if they haven’t already.

5. Committee Reports:

- a. Membership (Sherri, Vanessa and Margie) – flyers have been designed, but they need to be printed still. Sherri emailed the flyers to about 70 businesses.
- b. Events (Jodi, Margie, Bonnie, Vanessa and Sharon)
 - i. Canada Day – Sharon and Jodi will set up table and have pedestrian safety games. Jodi found the banner, so they will have the banner and hand out flyers and Canada Day tatoos.
 - ii. ABA Community tent at the Aldergrove Fair – many ABA businesses have expressed interest in this and Jen is assigning them time slots in 2 hour windows. Jen will set up the tent, table and chairs and members just need to show up at their designated time slot with their ideas to promote their business.
 - iii. Little Lemonade Legends – Jodi has already started promoting this event, which will take place on Aug. 25. She has delivered 700 fridge magnets to homes in the community promoting this event and others, and she plans to email the schools. She wants to install arrows this year, pointing to the event. Another idea is to invite Cst. Peter Mann this year.

- iv. Moonlight Movie in the Park – will take place on Aug. 29, by donation. Meals on Wheels will do the concession. There will also be popcorn and Jodi will hand out candy boxes.
- v. Langley Good Times Cruise-In – Jodi will contact the Cruise-In committee and ask if they would be willing to offer up a space for ABA members who are located off the main strip to be able to promote their businesses, just like 2 years ago.

6. New Business:

- a. Website hosting – we ran out of time to discuss this. Carry forward to next meeting.
- b. Ideas for Aldergrove Star article – promote Moonlight Movie in the Park and Little Lemonade Legends, promote our newest members
- c. Group photo was taken by Jen. To be posted on social media by Jen.

7. Round Table:

- a. Veronica promoted her Meat on the Street event, which is taking place this Saturday, June 22 from 12-4 at the Aldergrove Plaza. Blackfly will be attending and there will also be music. Proceeds going to the Starfish program.

8. Next Meeting: July 25 at 6pm at Gulf and Fraser on 248th.

9. Adjourn: Moved by Veronica and seconded by Nathen at 7:52pm. All in favour.