

**Minutes of the Aldergrove Business Association General Meeting**  
**September 19, 2024 at 6:05 pm**  
**At Bellevue Park Senior Living, 2882 272<sup>nd</sup> St.**

**Present:**

Jen Davies, Secretary/Treasurer  
Jodi Steeves, President  
Vanessa Pike, Director  
Colin Hamilton, Director  
Sherri Martin, Director  
Virginia Plant, Member  
Melissa Parkes, Guest  
Karen Long, Member

**Regrets:**

Sharon Brown, Vice-President  
Bonnie Angelini, Director  
Greg Davis, Director

1. **Agenda:** Moved by Vanessa and seconded by Jodi that the September 19, 2024 agenda be adopted as circulated.
2. **Previous Minutes:** Moved by Jodi and seconded by Vanessa that the minutes from the June 20, 2024 General Meeting be adopted as circulated.
3. **Correspondence:** We received an email from Margaret Lange, Metro Vancouver Crime Stoppers. She was hoping she could partner with the ABA and possibly come to one of our events to do a training session. It was agreed that we will schedule this for one of our future general meetings.
4. **Treasurer's Report:** Jen updated the group with the ABA's financial position. There is \$10,358.51 in the ABA bank account. We received a \$300 donation from Gulf & Fraser for the Little Lemonade Legends event, a \$200 donation from Karen Long, Aldergrove Fair and \$500 donation from Janda Group for the Spring Cleanup event. The amount owing to WCB ended up being \$68.35 and that has now been paid. \$138.88 was paid for printing the discount cards. There were 5 new members since last meeting – Aldergrove Plumbing, Jackman Manor, Jim's Mowing, L&W Restoration Services and Silverhawk Security, bringing our total membership number to 62.

**Outstanding Business:**

- a. Banner update – Thunderbird Show Park never got their banners printed in time and so they missed installing them this past summer. The Cruise In banners were installed in the median just in time for the event. Jen showed the group

the Fall banners that will be going up shortly to replace the Cruise In banners and the Spring banners. The Remembrance Day banners will go up in the median in the beginning of November. An idea was discussed for a shop local banner, that individual Aldergrove businesses could sponsor and put their logo on their own banner. **Action: Jen will get quote for banner design and printing.**

- b. Pillar in the community banner program – Jodi still waiting for logos from the Rotary, Starfish Program and Meals on Wheels. Karen said she will help Jodi to get the logos. We thought the banners had been designed by Margie already, but it turns out this isn't the case and Margie can't help anymore, so now we'll have to find someone else to design the banners.
- c. Business raid program – Colin's idea is to raid a chosen business every month and show support. **Action: Colin will create the marketing materials and get this program going and ready for the start of our shop local event on Nov. 12.** Next raid will be held on Dec. 5.
- d. One minute video promos – still having a hard time getting this done, so Melissa volunteered to do them. **Action: Jodi will meet with Melissa so we can get going on this.** Colin also mentioned he knows a videographer, but it would cost money. We also discussed the idea of promoting to our members to come to our meetings and bring their ideas and content and we'll do a promo video right then and there for them.
- e. Social media "Shout Outs" – Not getting any content from our members for this. Melissa volunteered to take this on as well. Colin said he would send us a video to use for our next Shout Out.
- f. Discount cards – Vanessa and Jen distributed many of the discount cards to members, but there are still more left. **Action: Jen will email our members and let them know they can pick up the discount cards at Lucid Water's office or come to our next meeting to pick them up there.** We also need to create discount cards for our new members, so Jen will use the duplicate cards and label them with our new members' business names. Quite a few of our members have now offered discounts, and they are all listed on our website.

## 5. Committee Reports:

- a. Membership (Sherri, Vanessa and Margie) – Nothing to report.
- b. Events (Jodi, Margie, Bonnie, Vanessa and Sharon)
  - i. Canada Day –Jodi reported that the event went really well. ABA flyers, donuts and Canada Day tattoos were handed out.
  - ii. ABA Community tent at the Aldergrove Fair – Jen reported that the event went really well. All the 2 hour time slots were taken advantage of by our members – Proactive Tax, Integrate and Thrive, Cooperators, Indian Bistro, Jackman Manor, Alder Liquor Store, Sunny Sharma and LC Notary.

Jen set up the tent, table and chairs on Friday afternoon and removed everything on Sunday afternoon.

- iii. Little Lemonade Legends – Jodi reported that the event was a success. Approx 15 legends worked hard over the summer on their lemonade stands with the hopes of winning a portion of the \$450.00 cash up for grabs. We saw lavender lemonade shaken over ice, grapefruit fizz lemonade, homemade freezies, shark lemonade, Taylor Swift glitter lemonade, dancing ducks & more. Prizes were for best lemonade, stand and marketing and were decided by judges (\$100 prizes) and people's choice (\$50 prizes). Goodie bags and pizza slices were given to all participants. Sponsors were Gulf & Fraser, Country Lumber, Otter Co-op, Aldergrove Panago Pizza, Sticky's Candy, Bellevue Park-senior living & Jodi Steeves PREC. Thank you to our ABA partners & volunteers - Veronica's Perogies, Lucid Water Co, Hive Donuts, Brick Alley Bistro & Catering, Kimz Angels, Aldergrove Soccer, Aldergrove Legion, LCSS, Maura, Ewa, Tannis, Jenny, Jodi, Scott, Bill & Vanessa, Susan & Sharon. Next year Jodi needs more help finding kids to participate. It was suggested we post signage and email the schools earlier (April) and Colin says he can help by creating an event at Infinity Cards.
- iv. Moonlight Movie in the Park – Sharon not present, so will update next meeting.
- v. Langley Good Times Cruise-In – Jen reported that it went really well, except there were only 2 members who took advantage of the free vendor space – Bakerview Memorial and the Cooperators. Jen set up the tent, table and chairs at 5:30am and tore it all down after the event at 4pm. We will keep in touch with the Cruise In committee and try to get this vendor space next year as well.
- vi. Trick or Treat the Town – We decided to change the time of the event to 3-5pm. Jodi will create social media posts for the event. We will use the same posters as last year. Jen will get them printed and Vanessa will distribute to businesses in downtown Aldergrove. We will look into reserving the Aldergrove Plaza and inquire with the businesses by Cooperators and Save on Foods to see if they want to bring tents/tables to Aldergrove Plaza and hand out candy from there.
- vii. Christmas Tree Lighting event – Greg, Bonnie and Jodi are on the committee. Alyssa Nielsen is chairing the committee again this year.

#### **6. New Business:**

- a. Jen requested a motion to add Sharon Brown as an additional signer on the ABA's bank account with Gulf & Fraser. This motion was moved by Sherri and seconded by Vanessa.
- b. Website hosting – it was decided that we would continue using iContext for our website hosting.
- c. Ideas for Aldergrove Star article – Jen showed the group a copy of the Aldergrove Star ABA page with our previous editorial and advertisers. It was decided that

the feature is too wordy so we should focus on our upcoming events only. Use the same format as the events calendar poster we designed already but add our upcoming meetings.

- d. Group photo was taken by Jodi to be posted on social media by Jodi.
- 7. **Round Table:** Karen Long reported that she is running as an independent candidate in the Provincial election and she will be participating at the All Candidates meeting on Oct. 7 at the OAP Hall (273/Fraser).
- 8. **Next Meeting:** Oct. 17 at 6pm Bellevue Park Senior Living.
- 9. **Adjourn:** Moved by Vanessa and seconded by Sherri at 7:42pm. All in favour.