

**Minutes of the Aldergrove Business Association General Meeting**  
**November 28, 2024 at 6:05 pm**  
**At Bellevue Park Senior Living, 2882 272<sup>nd</sup> St.**

**Present:**

Jodi Steeves, President  
Jen Davies, Secretary/Treasurer  
Sharon Brown, Vice-President  
Bonnie Angelini, Director  
Vanessa Pike, Director  
Sherri Martin, Director  
Virginia Plant, Member  
Valerie Friess, Member  
Baylee Webster, Member  
Thomas Pinter, Member  
Darshan Sharma, Member  
Sunny Sharma, Member  
Vijay Sharma, Member  
Craig & Kelly Jones, Members  
Veronica Cave, Member  
Lilian Cazacu, Member  
Jason Froese, Member

**Regrets:**

Greg Davis, Director  
Colin Hamilton, Director

1. **Agenda:** Moved by Vanessa and seconded by Bonnie that the November 28, 2024 agenda be adopted as circulated, with the addition of Wins and Goals under New Business.
2. **Previous Minutes:** Moved by Vanessa and seconded by Sharon that the minutes from the October 17, 2024 General Meeting be adopted as circulated.
3. The meeting started with a slideshow presentation by Margaret Lange from Crime Stoppers. Contact info is P: 604.209.1466 or E: [mlange@solvecrime.ca](mailto:mlange@solvecrime.ca). After the presentation, the group was treated to pizza donated by Raj at Panago and sparkling wine/beer supplied by the ABA.
4. **Correspondence:** Nothing to report.
5. **Treasurer's Report:** Jen updated the group with the ABA's financial position. There is \$9406.91 in the ABA bank account. We received a \$250 donation from Bellevue Park for

the Little Lemonade Legends event. \$495.16 was paid for removing the Aldergrove Fair banners and installing the Cruise In banners. There were 7 new members since last meeting – Chic Studio, MK Beauty Studio, Shoppers Drug Mart, TAG Pest Control, Valhalla Roofing, 7Eleven Canada and Freshslice Pizza, bringing our total membership number to 70.

#### **Outstanding Business:**

- a. Banner update –The Remembrance Day banners were installed in the median in the beginning of November. Jen showed the group the Holiday banners that would go up next along Fraser Hwy to replace the Fall banners. Jen told the group that after this banner installation, all our grant money from the TOL will be used up. We agreed that the holiday banners won't need to be removed until March 1 of next year.
- b. Pillar in the community banner program – The design for these banners have been finalized, but now we are just trying to gather all the logos from the non profit organizations. Veronica volunteered to take this on.
- c. Business raid program – Colin not present to provide update.
- d. One minute video promos – still no progress made.
- e. Social media “Shout Outs” – Jodi told the group that she is welcoming any content from members.
- f. Discount cards – Jen hand delivered the rest of the discount cards to members. Vijay offered to provide a discount for Freshslice Pizza – 10% off everything except brownies.

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

- a. Membership (Sherri, Vanessa and Margie) – Discussions were had about printing a “Join the ABA poster” and having members post it at their business, or printing a “Proud ABA member” sticker for our members.
- b. Events (Jodi, Margie, Bonnie, Vanessa and Sharon)
  - i. Shop Local event – Jodi took pictures of the Grinch and Jen will use these pics to promote our members on social media. This is ongoing.
  - ii. Christmas Tree Lighting event – took place Nov. 24 from 4:30 – 6:00pm. This was a HUGE success. In addition to the grant received from the TOL (\$2500), sponsors of the event were Jodi Steeves (\$500), the Cooperators (\$500), Bellevue Park (\$300), Gulf and Fraser (\$500) and Canyon Alpine RV Resort (\$500). This was a FREE event with a Whoville theme. The Christmas tree had to be re-done this year. A lot of dignitaries came. Eric Woodward was so impressed, he wants to find a permanent location for our events. Next year we should have an ABA tent with a volunteer to man it and promote the ABA.
  - iii. Taking place Dec. 14. Community Christmas party before the parade from 4-6pm at Aldergrove Plaza. Parade starts at 6pm on Fraser Hwy

from 270<sup>th</sup> to 273<sup>rd</sup> St. This is a FREE event. Over 50 floats signed up so far.

**7. New Business:**

- a. Group photo was taken by Jodi to be posted on social media.
- b. Jodi asked the group to share their “Wins” over the year. Jodi outlined what she thought were the wins for the ABA – Kids 4 Kindness – next year she hopes to get companies to donate gift cards for this event. Vijay offered to donate pizza slice coupons. Little Lemonade Legends – next year Jodi wants this event to take place last Sunday in July to get more participation. Cruise In and Aldergrove Fair – ABA was able to secure free vendor tables for our members. Clean up Aldergrove, Trick or Treat the Town, laying a wreath at Remembrance Day ceremonies and the Christmas events all Wins.
- c. Goals for next year – Jodi wants to build on all our events. She wants to have murals painted on the buildings. We discussed how it would be great to get more people out to our meetings so we should provide food as an incentive. We discussed having networking events as well.

**8. Round Table:**

- a. Sherri promoted that Bellevue is hosting an open house event on Friday, Dec. 20. This will be a holiday happy hour with Alyssa Nielsen singing Christmas carols from 3 – 4:30pm.
- b. Baylee promoted that the Cooperators is a locally run company, and she asked the group to shop local.
- c. Lilian asked the group to shop local for notary and will services at Lilian Cazacu Notary Public.
- d. Thomas asked the group to shop local for painting services at Aldergrove Painters.
- e. Craig promoted Jim’s Mowing winter services, which include gutter cleaning, roof cleaning, property cleanup, Christmas lights installation and snow removal.
- f. Bonnie promoted that Gulf & Fraser will have a tent at the Christmas parade on Dec. 14 and they will be giving away an RESP for \$1000.
- g. Jason from JD Farms advised the group that his farm didn’t get hit with the Avian flu this year and they have lots of turkeys for Christmas that are GMO fed. He also promoted his new company, TAG Pest Control, which is mostly commercially focused on farms.
- h. Veronica promoted her next fundraiser where she will be slinging perogies at the Alpine Christmas tree farm this Saturday.
- i. Darshan (Dave) Sharma promoted discounts on case prices at the Alder Liquor Store. Also there will be a Food Drive at the liquor store from Dec. 1-15. Bring food and get Blackfly merch.
- j. Jodi promoted her new Realty designation as senior specialist.

<sup>9</sup> **Next Meeting:** January 16, 2025 at 6pm at JD Farms.

**10. Adjourn:** Moved by Vanessa and seconded by Veronica at 7:55pm. All in favour.