

Minutes of the Aldergrove Business Association General Meeting
January 16, 2025 at 6:15 pm
At JD Farms, 24726 52nd Ave.

Present:

Jodi Steeves, President
Jen Davies, Secretary/Treasurer
Sharon Brown, Vice-President
Greg Davis, Director
Vanessa Pike, Director
Virginia Plant, Member
Craig Jones, Member
Kelly Jones, Member
Baylee Webster, Member
Angela Pearce, Member
Ashley Sturtevant, Member
Scott Geulette, Member
Veronica Cave, Member
Jason Froese, Member

Regrets:

Bonnie Angelini, Director
Colin Hamilton, Director
Sherri Martin, Director

1. **Agenda:** Moved by Sharon and seconded by Vanessa that the January 16, 2025 agenda be adopted as circulated.
2. **Previous Minutes:** Moved by Greg and seconded by Craig that the minutes from the November 28, 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 \$8076.74 in the ABA bank account. We received a \$300 donation from Bellevue Park, a \$500 donation from Jodi Steeves, a \$500 donation from Canyon Alpine RV Resort and a \$500 donation from Gulf & Fraser for the Christmas Tree Lighting event. \$1998.67 was paid for installing the Fall and Remembrance Day banners. \$1846.71 was spent so far on the Christmas Tree Lighting Event, but there will be more expenses still to pay. Jen is just waiting for the final list from Alyssa. There were 2 new members since last meeting – Aldergrove Veterans & Seniors Society and Aldergrove Mini Storage (free membership in exchange for free storage locker rental with a value of \$1146.60 per year). Jen sent

renewal invoices to all our members mid-December, and although many members have renewed, there are more members who have not yet renewed. So Jen said she would send them all a reminder email.

Outstanding Business:

- a. Banner update – The next banner grant application is due at the end of February. Jen advised the group that the Holiday banners are in rough shape and many are missing, so she will ask for funds to replace our Holiday banners. As well, she will ask for funds to print the Pillar in the Community banners that we've been working on (again).
- b. Pillar in the community banner program – The design for these banners have been finalized, but we are still waiting for logos from Langley Meals on Wheels, Aldergrove Community Association and Aldergrove Starfish Backpack program. Veronica, Sharon and Jodi volunteered to get these.
- c. Business raid program – Colin not present. Due to personal time constraints, Colin is unable to get the ball rolling for the business raid program at this time, so we will have to put this on hold for now.
- d. One minute video promos – still no progress made.
- e. Social media “Shout Outs” – Jodi reminded the group that she is welcoming any content from members.

5. Committee Reports:

- a. Membership (Sherri, Vanessa) – nothing to report
- b. Events (Jodi, Bonnie, Vanessa and Sharon)
 - i. Christmas parade recap – Due to high winds, the Christmas parade had to be cancelled on Dec. 14, but the Christmas committee was able to reschedule the event to the following weekend on Dec. 21st. Unfortunately, this meant that not as many people were able to participate compared to last year. There were 48 floats in the parade, and maybe 300 spectators (about half as many spectators as last year). 400 hotdogs were given out at the pre-party. Discussions were had about promoting the pre-party event next year at the Tree Lighting event.
 - ii. 2025 Events Calendar – Jen will design a new events calendar and Vanessa and Baylee volunteered to distribute it.
 1. Kids 4 Kindness – Sat. March 8, 12-2pm. Kids will pair up with ABA member businesses to volunteer, showing kindness in the community. We will have 2 one-hour shifts this year, 1 kid at a time. Jen will email members and ask if they want to participate or donate gift cards, etc.
 2. Spring Cleanup contest – April 5-12. The ABA business that sends in the most photos of any cleaning or upgrades to the exterior of their storefront will have a chance to win cash.

3. 113th Annual Aldergrove Fair – July 18-20. Sharon will ask Karen if we can have a free vendor spot for our members again.
4. Canada Day contest – Aldergrove businesses can send us photos of their storefront decorated in the spirit of Canada Day by June 15th in order to win a cash prize.
5. 3rd Annual Little Lemonade Legends – July 27. Kids will pair up with ABA member businesses to set up lemonade stands and offer free lemonade samples. The public will vote for the best lemonade, stand and most creative marketing. Jodi will ask Alyssa Nielsen to sing at the event this year.
6. Langley Good Times Cruise-In – Jodi will ask if we can have a free vendor spot for our members again this year.
7. Trick or Treat the Town – Oct.31, 3-5pm. For those businesses not right on the strip - we can ask businesses along 270th to 272nd if they could set up tables in front of their storefronts to hand out candy.
8. Remembrance Day wreath – we will lay another wreath this year.
9. Countdown to Christmas shop local – Nov. 12-24.
10. Christmas Tree Lighting Event – Nov. 23. The Aldergrove Plaza will not be available for the event this year. We might be able to have it at the KFC parking lot instead.
11. Christmas parade and pre-party – Dec. 13.

6. New Business:

- a. Policy regarding membership for in-kind services – a discussion was had about giving the Aldergrove Mini Storage a free membership because they donate the use of their storage locker to the ABA, a value of \$1146.60 per year. We decided to make a policy that for any business that donates services valued at \$1000 or more per year, they will receive a free membership.
- b. ABA Address – Jen advised the group that she will be moving out of her shop at 27112 Fraser Hwy as of March 1st. She will be operating her business out of her home shop after that date. We agreed that the new mailing address for the ABA will be her home address.
- c. Group photo was taken by Jodi to be posted on social media.

7. Round Table:

- a. Veronica asked if any members wanted to collaborate with her to do a Valentine's Day social media contest to win a gift basket with items donated by other businesses.
- b. Sharon promoted that Gulf & Fraser is offering \$500 to any new member opening a personal account, must be 19+
- c. Jen promoted Lucid Water's new videos on their website and Facebook page and asked if people could please like and share the videos on Facebook.
- d. Jason promoted Tag Pest Control's new product for eliminating rats and gophers.

- e. Baylee from the Cooperators offered to do a presentation about business insurance before one of our upcoming meetings.
 - f. Vanessa from Integrate and Thrive offered to do an orthobionomy presentation before one of our upcoming meetings.
 - g. Angela from Pearce Hardware told us about the giant gingerbread house they built for the kids inside their store and how much of a success it was.
 - h. Ashley from Perfection Cleaning told us how they partnered with other businesses to give back to 17 families this past Christmas.
 - i. Greg from LCSS promoted their free drug/alcohol and personal counselling services.
 - j. Jodi Steeves said she is looking for baseball players to join her team, with games being played at MAP. She also reported that she will be doing another Easter event this year with a petting zoo, etc. Looking for a new location still.
8. **Next Meeting:** February 20, 2025 at 6pm at Gulf & Fraser on 248th.
9. **Adjourn:** Moved by Vanessa and seconded by Baylee at 7:51 pm. All in favour.