

Minutes of the Aldergrove Business Association General Meeting
February 20, 2025 at 6:12 pm
At Gulf & Fraser – 3661 248th St.

Present:

Jodi Steeves, President
Jen Davies, Secretary/Treasurer
Sharon Brown, Vice-President
Greg Davis, Director
Colin Hamilton, Director
Thomas Pinter, Member
Craig Jones, Member
Kelly Jones, Member
Michelle Villanueva, Member
Sonya Crombie, Member
Navneet Dhanju, Member
Navjot Dhanju, Member
Veronica Cave, Member

Regrets:

Vanessa Pike, Director
Bonnie Angelini, Director
Sherri Martin, Director

1. **Agenda:** Moved by Greg and seconded by Craig that the February 20, 2025 agenda be adopted as circulated.
2. **Previous Minutes:** Moved by Sharon and seconded by Greg that the minutes from the January 16, 2025 General Meeting be adopted as circulated.
3. **Correspondence:**
 - a. Jen distributed an email from Rob Sears, a parent from the Langley Xtreme girls fastpitch team, who is looking for a business to sponsor their team this year.
 - b. Jen distributed the promo for the Food for All Fundraiser, an event being organized by Member Jim Romeyn with Buddy with a Truck. Jim is raising funds for the Crooked Spoon Foundation. The event takes place at the Sation House Pub on Feb. 28.
 - c. The Legion would like to partner with the ABA for some of their events. They want to expand on the Halloween event by adding more carnival rides. They are also wanting to do an Easter feature in the Aldergrove Star. Jen will connect with Kathy Anderson to find out more details.

4. **Treasurer's Report:** Jen updated the group with the ABA's financial position. There is \$8569.06 in the ABA bank account. We received a \$500 donation from the Cooperators for the Christmas Tree Lighting event. \$587.02 was paid to iContext for our domain hosting and registrar fees. There are 2 new members since last meeting – Bella Restoration and Murrayville Plumbing. Jen sent another reminder email to all members who still have not renewed their membership. At this point, we have 53 paid members.

Outstanding Business:

- a. Banner update – The next banner grant application is due at the end of February. Jen passed around the draft banner grant application and asked for any ideas to improve it. Suggestions were given.
- b. Pillar in the community banner program – We are still waiting for 2 more logos. Veronica will ask LAPS for their logo. Greg will give us the logo from LCSS.
- c. Business raid program – Colin says he is ready to re-boot this program. He suggested we do one business raid and see how it goes. Colin will send promo materials to Jen. It was suggested we do the first raid on Saturday March 15 from 11-4, and the Directors should be there at 11. We need a sign with Business Raid and Shop Local printed on it. Make an event page on Facebook. Directors to wear green.
- d. One minute video promos – On hold until we can get someone to volunteer to do the videography.
- 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. 2025 Events Calendar – Jen showed the group the new 2025 events calendar. Printing was donated by Minuteman Press in Abbotsford. These are ready to be distributed to businesses.
 - ii. Kids 4 Kindness – Sat. March 8, 1-3pm. Kids will pair up with ABA member businesses to volunteer, showing kindness in the community. Gift cards have been donated from Fire House Cafe, Sticky's Candy donated candy bags, Panago donated 4 pizzas. Eight sponsoring businesses have confirmed their participation. Jodi will order signage for the event. We still need 20 kids to participate and they must have a parent with them. Jodi has printed flyers, but we need volunteers to distribute them to businesses. Kelly offered to help. Jen will send an email to our contacts promoting the event. Nav from Do My Hair Studio wants to participate in the event as well.

1. 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. Jodi will ask Janda Group to sponsor this event again.

6. New Business:

- a. AGM – we decided to have the AGM on Apr. 3 at 6pm at Meals on Wheels.
 - b. Proud ABA/Keep it Local Stickers – Jodi had some of these stickers printed. Jen will ask Baylee and Vanessa to pass out to members.
 - c. Social Media/Google Reviews- Discussion was had about how best to do this. We could ask members to use this hashtag #ABA. It would be great if our members could write google reviews for other members. Email member list to all our members and ask them to write a review and support each other. Also make a Facebook post with all our members listed and tagged with Keep it Local hashtag. Pin to the top. Colin volunteered to create the post.
 - d. Group photo was taken by Jen to be posted on social media.
7. **Round Table:** Jodi asked the group how the ABA could best support their business. The group reiterated how Google reviews could really help them.
 8. **Next Meeting:** Will be our Annual General Meeting on April 3, 2025 at 6pm at Langley Meals on Wheels.
 9. **Adjourn:** Moved by Veronica and seconded by Jen at 7:46 pm. All in favour.