

Minutes of the Aldergrove Business Association General Meeting
Thursday, June 26, 2025 at 6:20 pm
At Another World VR – 3078 275 St.

Present:

Jodi Steeves, President	Andrea Coates, Member
Jen Davies, Secretary/Treasurer	Menita Prasad, Member
Sharon Brown, Vice-President	Walter & Lori Kneip, Member
Vanessa Pike, Director	Freshslice Pizza, Member
Bonnie Angelini, Director	Sunny Sharma, Member
Sherri Martin, Director	El Teljeur, Member
Amritpal Singh, Member	Shermayne Cheung, Member
Yvonne Powell, Guest	Viginia Plant, Member
Dennis Quiring, Guest	Angela Pearce, Member
Craig & Kelly Jones, Member	Ashley Sturtevant, Member
Waleola Akinsanmi, Member	Veronica Cave, Member
Calvin Singh, Guest	Jason Froese, Member
Adam Masztalar, Member	Maple from Blackfly Beverage, Guest
Rebecca Neil, Member	

Regrets:

Greg Davis, Director

Pizza donated by Red Swan Pizza and cocktail beverages donated by Blackfly.

1. **Agenda:** Moved by Bonnie and seconded by Sharon that the June 26, 2025 agenda be adopted as circulated.
2. **Previous Minutes:** Moved by Jason and seconded by Angela that the minutes from the May 15, 2025 General Meeting be adopted as circulated.
3. **Correspondence:**
 - a. Jen read the letter from the Aldergrove Heritage Society asking if the ABA would like to participate at the annual Community Heritage Day on Saturday August 23. El Teljeur and Vanessa Pike volunteered to participate and promote ABA members. Ideas were discussed how to promote the members such as handing out their business cards or displaying signs with their business names.
 - b. Proposal from Sabilink Consulting – Waleola gave a short presentation on his proposal to start an AI training centre for young adults in the Aldergrove area. There is nothing else like this happening in BC. He would need the ABA to apply for the grant. He also still needs to find a space for the training centre. His proposal is attached.
4. **Treasurer's Report:** Jen updated the group with the ABA's financial position. There is \$8880.13 in the ABA bank account. We received the \$7487.00 grant from the TOL.

\$2933.11 was paid to Screenguild Signs for printing the Keep it Local banners. There are 4 new members since our last meeting – Another World VR, Chicko Chicken, Mucho Burrito and Myers Organic Farms. Wireless Country and The Hive Donut Hut renewed their membership. We now have 78 members.

Outstanding Business:

- a. Business raid program – Jen had a meeting with Ashley to discuss the Business Raid event. It was decided that this event is not inclusive because it leaves out those members who don't have storefronts. Ashley suggested it would be better to promote our members on social media and she volunteered to promote 2 businesses per week. Everybody could share these posts. We could tag all members in the comments. She also suggested it would be a good idea to send out a member survey so we can find out just what our members want from their membership. Jen and Ashley will work on this.
- b. Liking members' posts – Colin Hamilton had some great ideas at the last meeting. This is what we had discussed... "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." Jen tried to follow up with Colin and ask him for more details how to do all this so we can devise a better plan going forward and perhaps recruit a volunteer to take this on. However, she hasn't been able to connect with him yet.

5. Committee Reports:

- a. Membership (Sherri, Vanessa) – nothing to report
- b. Events (Jodi, Bonnie, Vanessa and Sharon)
 1. Canada Day decorating promotion – Jodi reported that we've had some pictures sent to the ABA with their storefronts decorated in the spirit of Canada Day, but we still need more. The social media post will be going out soon. There are still some Canada flag décor available to be picked up at the Remax office.
 2. Canada Day event at the legion – Jen will set up a tent and table at the Legion on July 1st. Beem Credit Union (previously known as Gulf & Fraser) donated their prize wheel and Jen asked members to donate prizes. Members who donated prizes include cheesy bread coupons from Panago, swag from L&W Restoration, swag from Beem Credit Union, swag from Jodi Steeves, donut coupons from Hive Donut Hut, gift card from Veronica's Perogies, screen protector coupon from Wireless Country, coupon for free drink/fries from Chicko Chicken, treats from Lucid Water, swag from the Zoo, stuffed animals from Fibromyalgia Thrift Store and

gum from the Cooperators. Sharon, Jodi and Bonnie volunteered to help Jen at the event.

3. Aldergrove Fair – the ABA has managed to secure a vendor table at the Fair on July 19 and 20. Jen will email all the members asking who is interested in signing up for a 2 hour time slot to promote their business at the table.
4. Little Lemonade Legends – July 27 – location still to be determined. Jodi has created the poster and Jen will start promoting the event and try to recruit kids to participate. The goal is to have 100 kids participating. She also wants to offer a \$25 gift card to each participant to help offset the costs of the stand. There are already \$1000 in sponsorships. Jodi wants to hire a magician for the event as well.

6. New Business:

- a. Discount Cards – the current discount cards expire at the end of June. Some discussion was had about continuing the discount card program or not. Waleola suggested it might be best to have an app on your phone instead of physical cards. He volunteered to create the app. Jen will follow up with him about this.
- b. Permission to use ABA name – Jodi conveyed to the group that if they want to use the ABA name or logo in any of their promotional material, that they need to get permission from the ABA first.
- c. Group photo was taken by Jason to be posted on social media by Jen.

7. Round Table:

- a. Veronica promoted the 3rd annual Meat on the Street, taking place June 28 from 12-4pm. It will take place at the Legion and profits will go to the Starfish Backpack program. Sliders will cost \$5. This is a free event with music supplied.
- b. Another World VR will be hosting an event on June 30th – Canada Day Kick Off with open bar, VR gameplay & DJ from 9pm to 2am.
- c. Tag Pest Control is having their open house on July 26 from 11-3 at their new location at 27117 Fraser Hwy. Veronica will be on site offering perogies.
- d. El Tel Design is offering 30% off for the first five 1st time customers.
- e. Angela and Ashley have teamed up to host the Aldergrove Community Market. Next market is taking place July 27 from 10-4 at the Home Hardware. There will be about 25 vendors. They raised \$2200 for the North Otter playground at their last market. This time the money raised will go AVASS. There will be artists, new entrepreneurs, flowers, soap, produce, honey, etc. Money is raised from vendors fees and hot dog sales.
- f. Veronica promoted her perogy filling contest and reported that 2 students won with the smoked Montreal meat filling and the Mac n cheese filling. 10% of all sales will go the winners for one month.
- g. Red Swan promoted their \$2 pizza slice event on July 6 from 11-2 and BOGO for one week starting July 14.

- h. The Zoo announced that they will have 2 new species coming in the Fall. And they will have bouncy castles coming for the summer and a new mini steam train.
 - i. L&W Restorations promoted their \$250 Home Depot card giveaway.
 - j. Jodi reminded the group that the Langley Good Times Cruise In is coming to Aldergrove on Sept. 6. Jodi will reach out to ask if we can get a vendor table again this year. And we will start promoting it.
8. **Next Meeting:** No meetings in July or August. September meeting TBD.
9. **Adjourn:** Moved by Vanessa and seconded by Sharon at 7:40 pm. All in favour.