Minutes of the Aldergrove Business Association General Meeting
Thursday, Sept. 25, 2025 at 6:00 pm
At the Greater Vancouver Zoo – 5046 264 St.

Present:

Jen Davies, Secretary/Treasurer
Vanessa Pike, Director
Bonnie Angelini, Director
Sherri Martin, Director
Greg Davis, Director
Waleola Akinsanmi, Member
Menita Prasad, Member
El Teljeur, Member
Cheryl Young, Member
Nigel Thom, Member
Jeanette Martin, Member
Scott Pearce, Member
Viginia Plant, Member
Klare Nagy, Member
Kerry Rhead, Member
Christina Ford, Member
Veronica Cave, Member
Jason Froese, Member

Regrets:
Jodi Steeves, President
Sharon Brown, Vice-President

Members were treated to a train ride through the zoo and a meal generously provided by the Oasis Kitchen at the Greater Vancouver Zoo. The meeting started at 6:36pm.

1. **Agenda:** Moved by Veronica and seconded by Bonnie that the September 25, 2025 agenda be adopted as circulated.

2. **Previous Minutes:** Moved by Sherri and seconded by Jason that the minutes from the June 26, 2025 General Meeting be adopted as circulated.

3. **Correspondence:**
    a. Jen showed the group the most recent editorial from the Business News & Views section of the Aldergrove Star, where the ABA promotes our upcoming events and news. The sections has shrunk this year because it depends on advertisers, and we only have 4 business card size ads at this time. Jen asked the group if anyone would be interested in placing a business card ad, to please let her know.
4. **Treasurer's Report:** Jen updated the group with the ABA's financial position. There is $7802.44 in the ABA bank account. We received sponsorship money for the Little Lemonade Legends event - $250 from Sunny Sharma, $250 from Silverhawk Security and $250 from the Janda Group. We also received $200 from the Aldergrove Fair for participating at the Canada Day event. There are 6 new members since our last meeting – Alder Rentals, Cardamom the Indian Kitchen, Chatkora's Indian Cuisine & Sweets, Crooked Spoon Foundation, Langley Senior Resources Society and ShopLangley.com. We now have 84 members.

Outstanding Business:

a. Waleola discussed his proposal for an alternative to our existing discount cards. He proposes a way for members to use QR codes to access discounts and update their profiles. He would need to transfer hosting or our website so he can build a custom solution using tailored themes and plugins. The cost would be the same as what we're paying now for hosting our website. It was agreed that we would strike a committee to discuss this further. And Jen will contact Rob at iContext to see if this kind of plugin already exists for our current website.
b. Banner update – We need to design new Christmas banners because our old banners are faded and torn. However, we don't have enough funds in our budget to print and install all 31 banners. We received a banner grant from the TOL in the amount of $4737 and we've already spent that on printing and installing the 16 Keep it Local banners. It will cost about $4200 to print and install 16 Christmas banners. Menita suggested that perhaps we could do a collaboration with the Zoo and share the costs. The zoo wants to promote their Christmas train ride and market. It was also suggested to promote the tree lighting event and parade. Jen will discuss this with Menita.

5. **Committee Reports:**
   a. Membership (Sherri, Vanessa) – nothing to report
   b. Events (Jodi, Bonnie, Vanessa and Sharon)
      1. Canada Day decorating event recap – ABA Decorating Challenge Participants: Fibromyalgia Well Spring Foundation, Aldergrove Veterans & Seniors Society, Swan Pizza, Greater Vancouver Zoo, High Water Plumbing & Heating
      2. Canada Day event at the legion recap – What a fantastic day! The ABA was proud to promote local businesses and give away a wide variety of freebies. Thank you to Sharon, Bonnie, Jenny, and Jodi for organizing and managing the prize giveaways from 11 AM – 2 PM. Giveaways included: BEEM – Coin keychains for grocery carts, Panago Pizza – Free cheesy bread, Veronica's Perogies – $5 & $10 gift cards, Chicko Chicken – Discount coupons, Hive Donuts – Free donut coupon, Fibromyalgia Well Spring Foundation – Free teddy bears (a HUGE hit!), Jodi Steeves – Diamond pens & polka-dot neoprene bags, Cooperators – Free gum, Greater Vancouver Zoo & L&W Restoration – Swag items, Wireless Country – Screen protectors, Lucid Waters – Treats …and more! Big shoutout to Jenny & Keelie for creating the always-popular spin wheel!
      3. Aldergrove Fair recap – Jen set up 2 tables for the ABA this year and scheduled members to promote their businesses in 2 hour

time slots. Participants were: L&W Restorations, Cooperators, Panago, Aldergrove Painters, Red Swan Pizza, El Tel Design, Fresh Slice Pizza, Crooked Spoon, Wireless Country, Langley Senior Resources Society and Jackman Manor. It was suggested that perhaps an interactive activity at the table would help draw people in, especially since the tables were located off the beaten path from the other vendors. They were located by the big non profit tent this year. It was also suggested that a tent with the ABA logo printed directly on it would be better than zap strapping the banner to the tent. Jen will get a quote for this.

4. Little Lemonade Legends recap – What a SWEET success! 24 competitors, $450 in cash prizes, 200+ visitors, Sunny weather, Prizes: People's Choice Awards – 1st, 2nd, 3rd, Secret Judges' Picks – 1st, 2nd, 3rd, Each competitor received a goodie bag from Sticky's Candy (thanks Sherri!), Free box of donut holes per child (Jodi Steeves), Free pizza for all (Thanks RAJ @ Panago Pizza), New this year: Each table received $25 cash to help with setup costs – a welcomed surprise! Special Thanks: Christine Locke, Jenny Davies, Sharon Brown, Jodi Steeves – Set up , clean up, & Event help, Aldergrove Star – For promotion and coverage (note: minor error, the event was Sunday, July 27th, not Saturday) Event Sponsors: Janda Group, Silverhawk Security, Jodi Steeves Realtor, Sunny Sharma Realtor, Aldergrove Legion (hosted the event). It was suggested that we do this event on a separate day from the community market next year or combine the 2 events.
5. Heritage Day recap – El and Vanessa set up and manned the table. It was a very quiet event. Perhaps the Heritage Society didn't promote it as well. El and Vanessa offered a contest at the ABA table to win a Family day pass at the Zoo. The winner was posted on social media. They also had a contest to win a free ABA membership for the rest of 2025. The winner was Acorn Flooring.
6. Langley Good Times Cruise In recap - Another busy and successful event! Set-up delay: Jodi arrived at 5:30 AM, didn't get through until ~7:15 AM due to more trailers than usual (vs. 45 minutes in previous years). Booth was fully set up by 8:30 AM. Brochure was created to showcase ABA member specials and promoted on social media ahead of time. ABA set up a contest to win another Family day pass to the Zoo. The winner was posted on social media. Members offered free food samples and this was a big hit with attendees. ABA Booth was busy all day! Participants were Hive Donuts, El Tel Design, Aldergrove Painters and Chicko Chicken. Greg said he could volunteer to set up and take down the tent next year.

7. Trick or Treat the Town event – Date: Friday, October 31st Time: 2:30 PM – 4:30 PM Location: Fraser Hwy (between 271st – 273rd) Look for the orange balloons. New this year – for those businesses located outside the downtown core, we'd like to set up tables so they can participate downtown as well. We will need permission by businesses in this area to set up tables in front of their shops. Vanessa volunteered to hand out the posters and balloons to participating businesses and ask for permission to set up the tables. Jen will print posters and get them to Vanessa. Jen will start promoting the event. Kerry volunteered to set up the tables.
8. Christmas tree lighting event – Nov. 23 - Bonnie and Greg have already started going to Christmas Committee meetings to plan this event. It will be held at the rec centre this year and they will have a Winter Festival with free ice skating, etc. It should be even bigger this year. Volunteers will be needed for set up and take down. The parade will be held on Dec. 13 and there are 22 float participants already signed up.

6. **New Business:**
    a. Volunteer Recognition – El and Vanessa were recognized for their hard work at the Heritage Day festival.
    b. Group photo was taken by Bonnie to be posted on social media by Jen.

7. **Round Table:**
    a. The Zoo promoted their Christmas light show that runs from mid November to Jan. 6, as well as their Christmas market.
    b. ShopLocal reminded the group of the byelection for the Langley Township taking place Oct. 25.
    c. Veronica's Perogies promoted their new JD Farms turkey perogy and pumpkin pie dessert perogy.
    d. El Tel Design announced there are still 4 spots open for 1st time customers to get 30% off a project.
    e. JD Farms promoted their $14 turkey dinner Tuesdays.
    f. Beem Credit Union promoted their 4.75% savings account until Nov. 30th.
8. **Next Meeting:** will be held at Bob's Grill on October 23rd
9. **Adjourn:** Moved by Sherri and seconded by Vanessa at 7:36 pm. All in favour.