



**ELMVALE BIA MINUTES**  
**October 15th, 2020 - 5:30PM**  
**Video Conference Call**

**Present:**

Jay schell, President  
Kimberley Ashworth, Secretary  
Sue schell, Director  
Tim Ashworth, Director  
Brianna Belcourt, Liaison of Township  
George Cabral, Councillor  
Kathrin Veenstra Marketing Specialist  
Brenda Stanley, Director

**Also Present:**

Michael Jacobs  
Jodie Delgado, Elmvale Library  
Julie Murray

**Regrets:**

Bob Simmons – Treasurer, Melissa Small, Stacey Gateman, Bob Ironside, Todd Hutchison, Director, Ashley Bates Director

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**1. CALL TO ORDER**

1.1. Call to order and welcome to guests 5:35P.M.

**RECOMMENDATION BIA-23-2016**

**Moved by: Jay Schell**

**Seconded by: Kimberley Ashworth**

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:35 PM October 15<sup>th</sup>, 2020

**CARRIED.**

**APPROVAL OF THE MINUTES**

2.

**RECOMMENDATION-BIA-22-2016**

**Moved by: Jay Schell**

**Seconded by: Sue Gilson**

THAT the minutes of September 17<sup>th</sup>, 2020 are approved as revised.

**CARRIED.**

3.

**BUSINESS ARISING FROM THE MINUTES**

Kimberley reminds the group that the approval of the minutes is intended to be a quick event, with the hopes that members review the minutes presented after each meeting, sent to Kimberley in response to her minute review correspondence. Additionally, Jay makes a motion to make the BIA agenda a living document. Unanimous agreement, and Kimberley will develop a Google Doc

4.

**DISCLOSURE OF PECUNIARY INTEREST**

Carried Forward:

Determined that the BIA needs to get hold of Bob to review financials, as a replacement for the Treasurer Position has not officially occurred. Jay will be sharing what he has received from the Township at the AGM.

Currently, there is a surplus – \$54,560.78. This number does not include what's coming in from the fall.

5.

**DISCUSSION/COMMITTEES**

**5.1 Voting in New Directors**

As Rob Ironside is not present, the BIA cannot move forward with discussing the appointment of him as a Board Member.

### **5.2 Annual General Meeting**

AGM date is set by motion, November 19<sup>th</sup>, 2020.

**Moved by: Kimberley Ashworth**

**Seconded by: Brenda Stanley**

### **5.3 Online Initiative for “Shop Local”**

Brenda and Brianna to discuss offline the Hey Local platform compared to custom software with respect to creating an online presence for the businesses in Elmvale that may not have online representation. Checking for redundancies.

### **5.4 Marketing Initiatives**

10 businesses participated in the gift certificate program, however, it's evident that to make the radio initiative worthwhile, more businesses need to participate. Kathrin & Jay to follow up with local businesses.

### **5.5 LED Signage**

Jay has sought out additional quotes to add to existing in order to bring to the delegation and plead the LED sign case to include a waterfall and located at the Gateway Parkette.

### **5.6 Council & Notes from Council**

Jay requests an update on the tree trimming in the parkette. Brianna will check with Ryan.

Remembrance Day Banners are at printers, lead time is 12 days from approved artwork. On 10/16 decision will be made on where they are going. Brianna indicates that there will be a media release. Brenda suggests a vignette video.

Springwater Gives Thanks – Midhurst did a Scarecrow Fest, and Elmvale's Virtual Thanksgiving resulted in 470 photo submissions. Great response!

### **5.7 Parkette Sign**

Brianna suggests looking into Alumpanel for the Parkette new sign proposed. Longer lifecycle than vinyl. Brianna will follow up with contact info or coordinance of company.

## **6. NEW BUSINESS**

Brianna to check to see if something can be done with respect to the chess table in the parkette. Fix the direction and the lean, or remove it. If to be removed, may wish to look at other options for replacement (i.e. picnic table with chess table painted on it), as people do use it.

It is decidedly an ongoing challenge to keep Director's and find willing Director's for the BIA. Kimberley to discuss with Sasha Directorship combinations, and if we can bring in people to perform duties and be answerable to the Director, EG – find a Treasurer, and allow Julie Murray as a private citizen in Elmvale to execute the broader functions.

The BIA is looking to promote the spirit of the Winter Season and it is decided that with the next being the AGM and the possibility of no meeting December, to put aside funds for this endeavour. It is decided that \$1000.00 be set aside. Details to be discussed.

**Moved by: Jay Schell**  
**Seconded by: Tim Ashworth**

### **Open Discussion/Question Period**

Jodie provides a library update:

October 17th, from 10 am -12 pm the Elmvale Shareware connected to ECC will have their annual coat giveaway that the Library typically hosts, but due to COVID, will be held at ECC. Individuals can also donate during regular shareware hours.

Ontario Public Libray week next week starting October 19<sup>th</sup>, which will include collection of non-perishables for the food bank in it.

Will also be hosting dyslexia awersness seminar.

November will include a silent auction online.  
Library IS offering curbside service, providing ½ hr computer appointments.  
All crafting and reading times are virtual.

**ADJOURNMENT**

7. **RECOMMENDATION-BIA-25-2016**

**Moved by: Jay Schell**  
**Seconded by: George Cabral**

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:55 pm to meet next Thursday, November 19<sup>th</sup>, 2020 at 5:30 pm, the 2020 AGM, by Video Conference call.

**Jay Schell, Chair**

**Kimberley Ashworth, Secretary**