



ELMVALE BIA MINUTES
August 20th 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
Melissa Small, Director
Brenda Stanley, Director, via Cell Phone

Also Present:

Stacey Gatemen, Re/Max
Ashley&Todd Bates, Country Diner &
Elmvale Flea Market
Michael Jacobs
Jodie Delgado, Elmvale Library
Bob Ironside

Regrets:

Bob Simmons - Treasurer

1. CALL TO ORDER

1.1. Call to order and welcome to guests 5:32 P.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 5:32 PM August 20th, 2020

CARRIED.

APPROVAL OF THE MINUTES

2.

RECOMMENDATION-BIA-22-2016

Moved by: Brenda Stanley

Seconded by: Melissa Small

THAT the minutes of July 30th, 2020 are approved as revised.

CARRIED.

3.

BUSINESS ARISING FROM THE MINUTES

Jay thanks Stacey Gateman for coming aboard as a directory.

Board confirms that we are moving forward with ads and that the business of determining value will be this meeting.

4.

DISCLOSURE OF PECUNIARY INTEREST

Determined that the BIA needs to get hold of Bob to review financials, and to replace him in the position of Treasurer.

5.

DISCUSSION/COMMITTEES

5.1 Social Distancing & Safe/Best Practices for Businesses

BIA agrees to promote and post all Townshi recommendations for safest measures during COVID:

Masks, 2 meters

Brianna Belcourt indicates that there are businesses not adhering to the Township recommendations and urges the BIA to continue to circulate applicable documents to ensure that local businesses are following stated guidelines.

5.2 Fall/Winter Gift Card Promotion

BIA agrees to match gift cards up to \$1000.00

MOVED BY: Jay Schell

SECONDED BY: Kimberley Ashworth

5.3 Notes to/from Council

Council is looking at 28"x36" looped slide banners as standard size through Flags Unlimited – to be used for November Remembrance Day Memorialization. BIA wishes to do one on either size for a total of 16 people.

Jay thanks George for getting the weeds dealt with.

Brianna confirms she has reached out to have the tree trimmed at the parkette – Ryan is working on it.

Ryan at Townshp has no concerns about the BIA switching out the parkette sign. Jay Schell to measure the sign. The sign to read "Elmvale – Sweet by Nature".

5.4 Marketing Initiatives

Brenda makes suggestion that in our mixed business ads, we should include to front line workers for all of their hard work and diligence. Entire board agrees.

Suggests \$150/month to advertise.

Moved by Brenda Stanley

Seconded by: Kimberley Ashworth

5.5 LED Signage

BIA continues to push to explore this endeavour. Brianna indicates that a Delegation Request form will be needed, but the BIA should have all information prior to moving forward to approach Township.

Tim says that the only way to move forward is to ask the question: what we want, can it be moved if it needs to be moved?

Kimberley to send the question. Jay wishes to speak with the Parkette Owner, Brianna indicates, from Jeff – BIA would need to approach council first.

6. NEW BUSINESS

N/A

Open Discussion/Question Period

Ashley from Country Diner/Elmvale Flea Market indicates that the Flea Market continues to have issues with erroneous signage between the Elmvale Flea Market and The Springwater Flea & Farmer's Market. Would like some help with getting it correct. Brianna asks Ashley to contact her directly to get it fixed as it's not being generated by the BIA.

Jodie indicates that the Library has currently entered a Local History database.

7. ADJOURNMENT

RECOMMENDATION-BIA-25-2016

Moved by: Jay Schell

Seconded by: Kimberley Ashworth

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:38pm to meet next on Thursday, September 17th, 2020 at 5:30 pm by Video Conference call.

Jay Schell, Chair

Kimberley Ashworth, Secretary

Township of Springwater
Elmvale Business Improvement Area
