



ELMVALE BIA MINUTES
January 16th February 20th, 2020 -
5:15 PM
Springwater Library

Elmvale Branch

Present:

Jay schell, President
Kimberley Ashworth, Secretary
~~Bob Simmons, Treasurer~~
Sue schell, Director
Tim Ashworth, Director
Brianna Belcourt, Liaison of Township
George Cabral, Councillor
~~Jodie Delgado, Springwater
Library~~
~~Kathrin Veenstra Marketing
Specialist~~
~~Melissa Small, Director~~

Also Present:

~~Monica List, New-Elmvale
Optometrist~~
~~Ceryl, Elm Flower Shoppe
Heather & Peter Sewell (Formerly of
Market Bazaar)~~
~~Vince Duquette, SciFi
Subcommittee~~

~~Vic Emberson (Picture This, Georgian
Bay Publication)~~
~~Mike Stone, Lynn-Stone Funeral
Home/Elmvale Foodland~~

Regrets:

Brenda Stanley - ~~Director, Director/Kathrin Veenstra Marketing Director~~
~~Bob Simmons - Treasurer, Jodie Delgado - Springwater Library~~

1. CALL TO ORDER

1.1. Call to order and welcome to guests 5:15 ~~6~~ P.M.

RECOMMENDATION BIA-23-2016

Moved by: Jay Schell

Seconded by: ~~Kimberley Ashworth~~ ~~Tim Ashworth~~

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:15 ~~6~~ PM – ~~January 16th~~ ~~February 20th~~, 2020~~19~~

CARRIED.

2. **APPROVAL OF THE MINUTES**

RECOMMENDATION-BIA-22-2016

Moved by: Jay Schell

Seconded by: ~~Bob Simmons~~ Tim Ashworth

THAT the minutes of ~~January 16th, 2020~~ ~~October 17, 2019~~ are approved as revised.

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CARRIED.

3. **BUSINESS ARISING FROM THE MINUTES**

~~Jay feels AGM was good. Need to promote the AGM better, need those contributing refreshment to be here this year.~~

~~"Shop Local" signs. People are seeing it and liking it.~~

~~Grant processes are in place. Kathrin working with RT07. Cheryl from Elm Flower Shoppe indicates that things were slightly problematic regarding the Radio Ad prize for window dressing. Shoppe was spelled incorrectly, and the Ad identified her shop as Elm Floral Shoppe. BIA to review process for next radio ad.~~

4.

DISCLOSURE OF PECUNIARY INTEREST

~~Bob discusses Financials: \$27K spend, year 7,150 over the budget, additional \$45K in reserve. Jan 1st another \$10.5K coming into the BIA coffers. N/A~~

5.

DISCUSSION/COMMITTEES

5.1 Georgian Bay Publication

Vic Emberson presents the Georgian Bay Publication and rates and
Vic Emberson presents the Georgian Bay Publication and rates and

Bob is also looking to retire from his position a Treasurer. Will someone
currently step forward to be the treasurer? Need a separate person from a
current Director. Bob is good to continue until we find a replacement. THANK
YOU BOB FOR YOUR 10 YEARS OF SERVICE Vic Emberson presents the
Georgian Bay Publication and rates and circulation!, 25K circulation from
Honey Harbour to Thornbury, with a buy in of \$149.00 per business. They
await BIA ad info asap. Prints in June 2020. Brianna offers her card so that
they can be put into the Township of Springwater offices.

5.2 New Treasurer Position

It's suggested that the open position of Treasurer be posted in the
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It's suggested that the open position of
Treasurer be posted in the Springwater News, moved by Jay Schell.

Seconded: Melissa Small

5.3 Music in the Park

It is now time to start booking acts. BIA to post on social media that we are
looking for auditions for local artists, BIA agrees if necessary, pay SOCAN
fees so artists can play covers. Kimberley/Tim to talk to Shane about locals.
Can we incorporate "ART BATTLE" during event? Vince Duquette suggests
small cash prize along with notoriety. Brianna suggests that if we make it

~~relevant to the Township or to Elmvale, we should keep the art and promote the artist. Should we approach the Cultural Advisory Committee? Still a move forward, Kathrin is including the Music in the Park as part of the event grant access. It's agreed that the BIA will focus on the local talent. Jay to contact the young man who came to many of last year's events who wishes to get involved, and possibly help rally the local talent.~~

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5.4 New Festival Endeavours

~~Again, will include our "Buskfest" endeavour as a part of our grant application. Again, will include our "Buskfest" endeavour as a part of our grant application. BIA officially allocates the weekend of August 8th for this purpose. Kathrin to touch base with contact person on the "Pumpkin Smash" to find out if this person would like to champion it.~~

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~~Heather & Peter Sewell will provide the contact information they have to Kathrin for Vintage Car Clubs, etc.~~

~~George indicates that the EDHS site is available for use for functions, but it must be booked prior to the end of the school year, if required for the summer.~~

5.5 Digital sign & Fountain

~~Kimberley provides 2 of 3 quotes, Curbex to send theirs along asap for Kimberley provides 2 of 3 quotes, Curbex to send theirs along asap for Kimberley provides 2 of 3 quotes, Curbex to send theirs along asap for Kimberley provides 2 of 3 quotes, Curbex to send theirs along asap for Kimberley provides 2 of 3 quotes, Curbex to send theirs along asap for Kimberley provides 2 of 3 quotes, Curbex to send theirs along asap for Kimberley provides 2 of 3 quotes, Curbex to send theirs along asap for signage. Quote from Holm Graphics comes in just over 40K including the fountain. Kimberley to send the quote to Jay Schell. Brianna to look up the property leasing information for the parquette to help decide the validity of this endeavour.~~

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5.6 Sci Fi Budget Review & Update

Sub-committee is meeting Wednesday at 3:00 PM (Feb 26th) at Jack's On Queen.

Grant application will include the possibility of \$5K for Radio ad campaign. Grant application will include the possibility of \$5K for Radio ad campaign. BIA to coordinate this campaign to include the whole town of Elmvale in addition to the Sci-Fi Festival. Jay moves to approve all items on the grant Appendix from Kathrin.

Seconded: Kimberley Ashworth

Sub-committee to discuss if we should book EDHS as a possible rain or Sub-committee to discuss if we should book EDHS as a possible rain or extreme heat venue.

5.6 Notes to/from Council

Seconded: Sue Gilson**5.6 Notes to/from Council**

George indicates that Council welcomes the new eye clinic.

The projector requested should be ordered any day, and it is expected by the end of March.

Is it possible for the BIA to get a sound system & speaker for use for Music in the Park? Discuss in next meeting.

It is requested that Brianna tentatively book the new projector for July 17th and 18th 2020 in conjunction with the Sci Fi Festival.

Brianna indicates that the Springwater Economic Development Strategy has been approved. She also encourages businesses to sign up on the Township directory. Kathrin will also have this printed in the Springwater News.

George & Brianna request that Kimberley makes sure to copy them on the meeting minutes, and to make sure that Brianna is copied when sending the approval to Renee Chaperon.

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6. **NEW BUSINESS**

~~Monica List submits the idea of a non-themed children's event. Concept to be explored, but the arrival of Jess L.C. brings the idea of a pumpkin smash—township members bring their pumpkins after Hallowe'en to a central area (parking lot? Park?) Allow the kids to somehow crush the pumpkins and local farmers take away some and leave some to be composted. See event in Toronto for ideas. The BIA welcomes back Heather and Peter Sewell, and thanks them for coming! They indicate that there should be a change to the signage at the parkette. Example of change: Experience Elmvale, or Welcome to Elmvale. Bring less focus to the BIA and more focus to Elmvale. Brianna and George to find out how to go about having that sign changed once obtained.~~

7. ~~BBQ for SCI FI? Sell Burgers and Dogs? Is that something we can do?
Kathrin will be reaching out to other groups, antique car shows, train shows
Themed Dance nights: Vampire Ball? A "Hop"?~~

Open Discussion/Question Period

~~Jodie discusses the new vinyl cutter machine getting up and running—library is going to have training so anyone can get trained and use it. It can cut fabric as well. Jodie asks about Feb meeting: can we have a demo of the cutting machine. All in attendance agree. The machine will have limitations on availability, and training required if being used on one's own.~~

~~Café is opening in the location of the previous sporting goods store.
Used book store opening in previous Exit Realty.
The vacant space across from the Tiny Art Shack may be is available for short term, temporary rental. The meeting opened with the Elmvale Foodbank presenting an "About Us" presentation and the specifics of their upcoming new building. The cost of the building is \$478272.00; the Township provided \$100,000.00. The cost will be financed over 10 years. Jay suggests a "Gofundme" page to initiate crowd funding, with the promise that the BIA would share the page on all of its various social media platforms (including the platforms for the Sci Fi Festival).~~

ADJOURNMENT

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RECOMMENDATION-BIA-25-2016

Moved by: Jay Schell

Seconded by: [Sue Gilson](#)

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6.55 pm to meet next [on](#) Thursday, [March 26th](#), 2020 at 5:15 pm at the Springwater Library, Elmvale Branch.

**Jay Schell, Chair
Secretary**

Kimberley [Ashworth](#),

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