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ELMVALE BIA MINUTES
Feb 21st , 2019 - 5:15 PM
Springwater Library

Elmvale Branch

Present:

Jay Schell, Chair
Terry Northey Vice President
Kim Ashworth, Secretary
Melissa Small, Director
Bob Simmons, Treasurer
Township of Springwater
Councillor George Cabral, Township of
Springwater
Director Sue Gilson
Director Melissa Small

Also Present:

Kathrin Veenstra (Marketing Specialist)
Tim Ashworth, TAG Painting
Paul Flindall, Deborah Young, IPD
Consulting and Designs.
Jodie Delgado Library Coordinator
Joanna Sutton of the Farmer's Market
Amanda Varga Red Brick Kitchens and
Bath
Gwen Menezes Red Brick Kitchens and
Bath

Regrets:

Tina, Director, The Tiny Art Shack, Tamara Rossignol (31Queen Street), Brenda
Stanley

1. CALL TO ORDER

1.1. Call to order and welcome to guests 5:17

RECOMMENDATION BIA-23-2016

Moved by: Jay Schell
Seconded by: Melissa Small

THAT this general meeting of the Elmvalle Business Improvement Area Board
of Directors and members come to order at 5:17PM – February 21, 2019

CARRIED.

APPROVAL OF THE MINUTES

2.

RECOMMENDATION-BIA-22-2016

Moved by: Jay Schell

Seconded by: Terry Northey

THAT the minutes of Jan 17th, 2019 are approved as revised.

CARRIED.

3.

BUSINESS ARISING FROM THE MINUTES

Kathrin & Jay review meeting with Creemore BIA. Very excited to review and possibly mimic their constitution. Their methodology reflects "if you build it they will come". Kathrin is in receipt of said constitution. Elmvale BIA to "Aim to Embrace".

Creemore has 12 events a year they make sure take place per year. (Eg. International Bird Day)

New Committee to be Sci Fi/Fantasy Festival Committee, **Melissa, Kimberley, Jodie, Kathrin, Jay**. First Meeting March 5th 2019 4:00 PM

Items for committee review and resolution: revised even name, supply of requirements, school connection for volunteer and artistic input for locations and storefronts.

Jay as BIA rep to join Maple Syrup Festival Committee so both entities can align.

4.

DISCLOSURE OF PECUNIARY INTEREST

Confirming budget to continue at 21K. Bob Simmons confirms \$55K in the budget, \$45K in the reserve.

Bob Simmons confirms opening of BIA account.

Payments from vendors for Scifi/fantasy already coming in.

DISCUSSION/COMMITTEES

5.

5.1 Notes from Council

George indicates that he will be present at meetings, and in his absence, Jennifer Coughlin would be the alternate. Renee Chaperone to continue to get copied on Minutes, but there will be someone new forthcoming to manage them all.

George to chase down business/commercial property owners for BIA to approach regarding empty/closed businesses. Jay

George to provide map of catchman area, and also indicates a new mapping of the catchman area to be drawn out.

Out of Township groups looking to use the Community Hall are welcome.

Foodbank has been awarded \$100K in funding to move location to a new spot (possibly new construction)

Code of Conduct to be introduced with change in committees in Council.

5.2 Item-Ontario OBIAA

Terry indicates that his own businesses \$2.5K grant has been approved from the OBIA, and encourages group to explore it.

Terry & Jay to arrange meeting (possibly online) with OBIA representative Kay Matthews for next meeting or meeting thereafter to discuss grant options for the BIA as a whole.

5.3 Item-Music in the Park/Elmvale

Terry to arrange visit with Cassandra Rutherford for next meeting to discuss summer grass roots corps: Use original artists, with original music to provide a concert. Also involve highschool, churches.

5.4 Item – Vintage Flyers

Kimberley to visit with Al to get “postcard” flyers that are left over.

5.5 Item – Elmvale Logo

Kathrin encourages everyone to answer the survey generated in the BIA meeting email, however currently response: 80% of respondents are satisfied with the current logo’s meaning and texture, but looking for a bit of an update.

May lay this out as a contest. All in attendance were pleased that there was significance in the meaning of the current logo.

5.6 Item – Review of Final Budget Number for Sci-Fi Festival

Kimberley & Melissa present that there may be an overage in the dollars used for the Sci Fi Fantasy festival after securing relevant attractions. Will continue to review and alter expenses where possible to keep costs down. More to come during Committee meeting on March 5th.

5.7 Item – Appearance of BIA events/Meetings in Springwater Linx

Jay to follow up with Natalie Graham as to why our meetings and events are not yet making it into the Linx.

5.8 Item – LED Signage

Holding pattern for **Minute Section 6.** in Feb 21st, 2019 meeting minutes (see below) – find out if we can use grant money to fund LED sign endeavor. Target completion, summer 2019.

6. NEW BUSINESS

Kathrin has arranged for a representative, Kim Clark, from RTO to present via telephone at the next meeting, the Grant possibilities.

Upon provision of contact list, contact property/biz owners for permission to put in painted, soaped collages, facades in window.

Open Discussion/Question Period

Jodie indicates that the Springwater Library “Battle of the Books” will be taking place either at the highschool or at the Community Hall, Sat. Oct 19th, 7-9, ticketable event, but tickets are free – sponsored by Georgian Bay Reads.

ADJOURNMENT

7. RECOMMENDATION-BIA-25-2016

Moved by: Jay Schell

Seconded by: Melissa Small

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6.35 pm to meet next on March 21st 2019 at 5:15 pm at the Springwater Library, Elmvale Branch.

Jay Schell, Chair

Kimberley Ashworth, Secretary