



ELMVALE BIA MINUTES
January 16th, 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

Also Present:

Monica List, New Elmvale Optometrist
Vince Duquette, SciFi Subcommittee

Regrets:

Brenda Stanley, Director/Kathrin Veenstra Marketing Director

1. CALL TO ORDER

1.1. Call to order and welcome to guests 5:16 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 5:16PM – January 16th , 2019

CARRIED.

2. **APPROVAL OF THE MINUTES**

RECOMMENDATION-BIA-22-2016

Moved by: Jay Schell

Seconded by: Bob Simmons

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

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.

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.

5.

DISCUSSION/COMMITTEES

5.1 Vision 2020

BIA is open to all ideas for how to draw more commerce and visitors to Elmvale!

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!

5.2 Notes from Council

George advises the budget was passed and projector was included in that budget. Now township just needs to get it! Should be in the area of may/June and will be approximately \$7.5K. NEXT MEETING SCHEDULE DATES FOR movies in the park.

Brianna reminds that the [Township-County of Simcoe](#) is updating [their](#) economic strategy. [Can businesses Businesses can](#) submit comments/surveys by Jan 30th. [Kathrin already aware.?](#) MAILCHIP KATHRIN

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?

5.4 New Festival Endeavour

Buskfest – work on the name, proposed for August 15th – is it possible to make this an Art Battle, instead or at the same time as it?

5.5 Digital sign & Fountain

George suggests that we operate from the standpoint that the BIA move forward and pay for the sign, come up with a CONCEPT and then present the concept and idea to the Township. George states that the Township is intending on digital signs, but is planning specific buildings to put them on. The lease on the parkette is in approximately it's 3rd year. Money has been put aside for this endeavor. Brianna indicates that she will talk to Jeff about [being kept up to date on digital signage thisefforts](#), as signage impacts Economic Development.

5.6 Sci Fi Budget Review & Update

Sub-committee is meeting Monday at 4:30PM (Jan 20th) at the library. Vince Duquette now apart as the Cosplay judge and helper.

\$8K submitted as this year's budget, not including grants. Grants are being applied for from the RT07 at the moment, through Kathrin.

Need specificity on what needs to be pulled off of the website regarding pics. Jodie to discuss with Brenda.

Moved: Kimberley Ashworth

Seconded: Sue Gilson

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.

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

7. 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 ~~w~~ill 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.

ADJOURNMENT

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 6.50 pm to meet next Thursday, Feb. 20th , 2020 at 5:15 pm at the Springwater Library, Elmvale Branch.

Jay Schell, Chair

Kimberley, Secretary