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ELMVALE BIA MINUTES
Jan 17, 2019 - 5:15 PM
Springwater Library

Elmvale Branch

Present:

Jay Schell, Chair
Terri (The Cheese Guy), Vice President
Kim Ashworth, Secretary
Mellisa Small, Director
Bob Simmons, Treasurer
Deputy Mayor Jennifer Coughlin,
Township of Springwater
Councillor George Cabrall, Township of
Springwater
Director Sue Gilson
Director Melissa Small
Director Tamara Rossignol

Also Present:

Kathrin Veenstra (Marketing Specialist)
Irena Burglar (Maple Syrup Festival Rep)
Tim Crowe, Remax
Tim Ashworth, TAG Painting
Eric Marion, 31 Queen St. West Owner
Paul Flindall, Deborah Young, IBD
Consulting and Designs.

Regrets:

Tina, Director, The Tiny Art Shack, Jodie Delgado Library Coordinator.

1. CALL TO ORDER

1.1. Call to order and welcome to guests

RECOMMENDATION BIA-23-2016

Moved by: Jay Schell
Seconded by: Kimberley Ashworth

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

CARRIED.

APPROVAL OF THE MINUTES

2. **RECOMMENDATION-BIA-22-2016**

Moved by: Jay Schell

Seconded by: Bob Simmons

THAT the minutes of Nov 15, 2018 are approved as revised.

CARRIED.

3. **BUSINESS ARISING FROM THE MINUTES**

Kathrin to check to see if BIA meeting minutes should go onto google docs or another vehicle for easier access.

Regarding town centralized signage, Tamara indicates that the community improvement program was a lengthy and laborious process.

Jay opens up the opportunity to design a new logo for Elmvale BIA, hold off on LED signage until complete, along with working with Maple Syrup Festival as they wish to update their signage as well.

4. **DISCLOSURE OF PECUNIARY INTEREST**

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

Moved by: Jay Schell

Seconded: Melissa Small

CARRIED

5. **DISCUSSION/COMMITTEES**

5.1 Jay's Incoming Comments

Welcome to all as new President.

5.2 Item-Ontario OBIAA

Terri suggests BIA joins OBIAA. Kimberley second to join the Ontario B.I.A. \$250.00 fee per year. **Bob to submit**

Moved: Terry

Seconded: Kimberley

CARRIED

5.3 Item-Cleaning up Elmvale

Approach high school for volunteer hours to get rid of the weeds, and garbage etc. **Sue to contact school** (property) bi-law. Tamara brings up concern about how some complaintw with the township are not getting addressed. Indicates that there is a complaint about immovable vehicles between Steelers and Tamara & Erics. Complaint issues 4 or 5 months ago. **Jennifer Coughlin to follow up.**

5.4 Item – BIA Bank Account

Jennifer, Jeff & Jay to work out the fine details in allowing BIA access to funds outside of NET 30 days. Possibility of a bank account.

5.5 Item – Shop Elmvale

Jay requests businesses use the tag line – Shop Elmvale in advertising.

5.6 Item – Flyers

Terry to obtain “Old Elmvale” Flyers from Al Pontes to hand out to customers.

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

\$7K reviewed

Moved: Jay Schell

Seconded: Melissa Small

CARRIED

6. **NEW BUSINESS**

Tim Crowe looking to find out how we can get the BIA and Local businesses into the Santa Clause parade for the next Christmas.

Can we advertise Elmvale on the Linx buses? And when the bus stops arrive, can we advertise there? **To be explored, Kimberley following up.**

Kathrin and Kimberley to continue to work on possible funding through grants for the Elmvale Sci-Fi Fantasy Street Party.

Maple Syrup festival – Irene advises that we crosspromote: expanded pancake eating contest – \$500.00 in prizes, and New businesses welcome to advertise in festival digest, along with Articles published in Digest (Contact Donna Kenwell

End of January, (suggestion FOR ARTICLE) for article mid February for advertising.

Open Discussion/Question Period

Jennifer Coughlin suggesting we participate on Remembrance Day with other townships by hanging banners of local veterans. Everyone thumbs up! Kimberley to find out who refurbishes the Christmas wreaths.

Also, can we retrofit pegs to be able to hang regular banners on the street?

7. **ADJOURNMENT**

RECOMMENDATION-BIA-25-2016

Moved by: Jay Schell

Seconded by: Terry

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6.25 pm to meet next on Thursday, Feb. 21st 2018 at 5:15 pm at the Springwater Library, Elmvale Branch.

Jay Schell, Chair

Kim Ashworth, Secretary

Township of Springwater
Elmvale Business Improvement Area
