



**ELMVALE BIA MINUTES**  
**July 30th 2020 - 5:30PM**  
**Video Conference Call**

**Present:**

Jay schell, President  
Kimberley Ashworth, Secretary  
Sue schell, 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 Bates, Country Diner & Elmvale  
Flea Market  
Michael Jacobs  
Jodie Delgado, Elmvale Library

**Regrets:**

Tim Ashworth, Director, Bob Simmons - Treasurer,

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**1. CALL TO ORDER**

1.1. Call to order and welcome to guests 5:37 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 5:37 PM July 30th , 2020

**CARRIED.**

2. **APPROVAL OF THE MINUTES**

**RECOMMENDATION-BIA-22-2016**

**Moved by: Jay Schell**

**Seconded by: Brenda Stanley**

THAT the minutes of February 20th, 2020 are approved as revised.

**CARRIED.**

3. **BUSINESS ARISING FROM THE MINUTES**

Music in the Park will be held off as the BIA can not ensure appropriate contact tracing, cleaning procedures and social distancing.

Sci-Fi Postponed, and will hold off planning for the moment.

It is possible the new projector has arrived, awaiting confirmation.

4.

**DISCLOSURE OF PECUNIARY INTEREST**

N/A

it

**DISCUSSION/COMMITTEES**

**5.1 New Treasurer Position**

Continuing to post the position in the Springwater News. Each member to discuss with potential candidates to find someone new.

**5.2 Digital sign & Fountain**

Brianna indicates that this probably cannot happen. George indicates that the lease is in it's second of 5 years of the current lease, the lease payment is small, and manageable, but approval would be required to build on the parkette and it is felt that the endeavour is too costly for something that would

have to be moved. Township is looking to perhaps put a sign down by the Library or Community Hall.

### **5.3 Notes to/from Council**

Brianna indicates that there is a policy in place awaiting Township approval on the uniformity, sizing and criteria for banners. Is anticipating it will be in place by January.

Jay asks about the Weed Machine as the main street of Elmvale is looking untidy and weedy. George promises to speak to council, however the departments in question are taking longer in order to effectively socially distance.

Brianna to find out if there is specific criteria to be met in the BIA changing it's parkette sign.

### **5.4 Springwater News Ad**

Michael Jacobs outlines the Springwater News Ad campaign: each interested business may pay 67.50 per \$135.00 ad, and the BIA pays the other 67.50 for one issue, hoping to begin Aug 6<sup>th</sup>.

**Jay moves to set aside \$3000.00 for this endeavour.**

**Second: Kimberley Ashworth**

### **5.5 Village News & Housekeeping**

Jay proposes that the BIA post Township links for seminars and information on safety during COVID-19.

Shopping local has never been so important as now.

### **5.6 Gift Card Campaign**

Need to establish a timeline and drop off deadline for ballots AFTER gift cards are submitted. Will the BIA match the gifts? TBD, next meeting.

**6. NEW BUSINESS**

Be thinking on how to cross promote Elmvale businesses in order to expand client/customer engagement in multiple Elmvale businesses.

The BIA resolved to elect **Stacey Gatemen of Re/Max** as a director and will work with Renee Ainsworth to adjust by-laws accordingly.

**Moved: Sue Gilson**  
**Second: Kimberley Ashworth**

Remembrance day banners? Knowing that the policy is on the table but may not be resolved until January, what can we do for this year?

**7. Open Discussion/Question Period**

Ashley from Country Diner/Elmvale Flea Market indicates that local signage erroneously advertised the incorrect dates and time for the Flea Market, but rather posted the Farmers Market info instead. This has been corrected.

Jodie indicates that the Library is OPEN and is going strong – very busy.

Kathrin indicates while at the beginning of shutdown the BIA Facebook Page was very busy, it has slowed down and the website traffic has increased.

**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 7:00 pm to meet next on Thursday, August 20th , 2020 at 5:30 pm by Video Conference call.

**Jay Schell, Chair**

**Kimberley Ashworth, Secretary**

Township of Springwater  
Elmvale Business Improvement Area

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