



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

Elmvale Branch

Present:

Bob Simmons, Treasurer
Sue Gilson, Director
Kimberley Ashworth
Jay Schell, President
Terry Northey, Vice President
Brenda Staney, Director
Melissa Small, Director

Also Present:

Kathrin Veenstra (Marketing Specialist)
Tim Ashworth, TAG Painting
Paul Flindall, Deborah Young, IPD
Consulting and Designs.
Jodie Delgado Library Coordinator
George Cabral, Councillor

Regrets:

Tina, Director, The Tiny Art Shack, Tamara Rossignol (31Queen Street), Tim Ashworth, TAG Painting

1. CALL TO ORDER

1.1. Call to order and welcome to guests 5:21

RECOMMENDATION BIA-23-2016

Moved by: Jay Schell
Seconded by: Sue Gilson

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

CARRIED.

2. **APPROVAL OF THE MINUTES**

RECOMMENDATION-BIA-22-2016

Moved by: Jay Schell

Seconded by: Kimberley Ashworth

THAT the minutes of February 21st, 2019 are approved as revised.

CARRIED.

3. **BUSINESS ARISING FROM THE MINUTES**

Maple Syrup Festival - Jay Schell is waiting for approval to join the board – will email the President, Brenda Stanley to provide Jay with the President's email.

George Cabral indicates that Renee is working with Treasury on the master business & commercial property owners list. George if we don't get it before next meeting, can we should notify him.

George gives update on code of conduct as approved. One component: the Bia can elect spokesperson for events to speak to media.

4. **DISCLOSURE OF PECUNIARY INTEREST**

George Cabral and Bob Simmons discuss that money disbursements to go into the account set up would require a form to be filled out and given to township.

DISCUSSION/COMMITTEES

5. **5.1 Signage**

Still on hold until Jay Schell can get others on board

5.2 Item-Phone Presentation from RT07

Kimberley from the RTO7 calls in to discuss the grant opportunities for the Elmvale BIA.

RTO7 one of 13 tourism organizations focusing on: Marketing promotion & experience development. Funded through the ministry of Tourism.

Aids in the processes of:

1.) Experience implementation program - create experience coaching, mapping experience, includes a pricing tool, and marketing tools

1/1 matching \$500-\$2500

2.) Festivals and events - EXPAND events. What do we need? Will match that with marketing \$1000-2500 by providing receipts. Vehicle for marketing would be our social media platforms.

3.) Tourism implementation program businesses investing into themselves.

4.) Experience development 101 and 102 in depth look at how to build experiences and WHY.

5.3 Item-Music in the Park/Elmvale

Terry provides a video from Cassandra Rutherford about Music in the Park and provides \$13K budget for 12 week program, and list of possible requirements. Kimberley to contact Cassandra to follow up with questions:

- a.) need to approve artists
- b.) BIA can use our own social media and website platforms to promote?
- c.) SOCAN fees? Why are they added?
- d.) Hosts for each event.

5.4 Item – Vintage Flyers

DELIVERED.

5.5 Item – OBIAA Membership

Confirmed that the OBIAA Membership has been paid, **Jay Schell** to follow up as to where our package is. Has not yet arrived.

6. **NEW BUSINESS**

To Review as new events in Elmvale:

Dance night:
Secure volunteers – Lionesses?

Movie night:
The library has the appropriate license to provide viewing to the public – can we use this license? **Jodie Delgado**
Bingo club?

Open Discussion/Question Period

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 6.45 pm to meet next on April 18th, 2019 at 5:15 pm at the Springwater Library, Elmvale Branch.

Jay Schell, Chair

Kimberley Ashworth, Secretary