



ELMVALE BIA MINUTES
Sept 17th, 2020 - 5:30PM
Video Conference Call

Present:

Jay schell, President
Kimberley Ashworth, Secretary
Sue schell, Director
Tim Ashworth, Director
Brianna Belcourt, Liaison of Township
George Cabral, Councillor
Kathrin Veenstra Marketing Specialist
Brenda Stanley, Director, via Cell Phone

Also Present:

Ashley&Todd Bates, Country Diner &
Elmvale Flea Market
Michael Jacobs
Jodie Delgado, Elmvale Library
Julie Murray

Regrets:

Bob Simmons – Treasurer, Melissa Small, Stacey Gateman, Bob Ironside

1. CALL TO ORDER

1.1. Call to order and welcome to guests 5:44 P.M.

RECOMMENDATION BIA-23-2016

Moved by: Jay Schell

Seconded by: Brenda Stanley

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:44 PM Sept 17th, 2020

CARRIED.

2. **APPROVAL OF THE MINUTES**

RECOMMENDATION-BIA-22-2016

Moved by: Brenda Stanley

Seconded by: Tim Ashworth

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

CARRIED.

3. **BUSINESS ARISING FROM THE MINUTES**

Review that Stacey, not having a business in Elmvale, and not participating in the tax levy excludes her from being a Director on the BIA.

4. **DISCLOSURE OF PECUNIARY INTEREST**

Carried Forward:

Determined that the BIA needs to get hold of Bob to review financials, and to replace him in the position of Treasurer. Jay to touch base with Township to get financials in case Bob cannot join next meeting, and we don't have new treasurer.

5. **DISCUSSION/COMMITTEES**

5.1 Voting in New Directors

Unanimous votes to bring on Todd Hutchinson & Ashley Bates as Directors of the BIA.

Unanimous vote to bring on Julie Murray as new Treasurer.

(Resolutions to be Filed with Township)

Still need to confirm Rob Ironside, as he was not present.

5.2 Levy Outside Taxed Catchment area

BIA cannot impose tax outside of the Catchment area, nor would participants not subject to the levy be eligible to vote. Brenda and Melissa would be “grandfathered” in as Directors.

5.3 Notes to/from Council

Confirming that we are to get the Remembrance Day flags for lamp posts – double sided, 16 flags, 32 photos required. Jay to obtain photos. Goal date of arrival: Nov 1st.

5.4 Marketing Initiatives

BIA proposes a motion for a \$3000.00/\$3000.00 (\$6K total) radio campaign, \$3390.00 provided by the BIA (incl tax) for the fall/winter matched to local businesses. Capped at \$4K. 8 weeks, 24 radio spots.

Moved by Brenda Stanley

Seconded by: Kimberley Ashworth

Also noted that the BIA to provide a radio ad thanking frontline workers for their dedication and hard work. \$1500.00. Also include this in the newspaper, websites and social media.

Moved by Brenda Stanley

Seconded by: Tim Ashworth & Unanimously supported

It is confirmed and agreed that all Gift Certs for Gift Cert contest to be dropped at Steelers and claimed at the Library.

5.5 LED Signage

Kimberley confirms that the quoting sign company provided pricing of \$1500.00 to make the fountain/light movable, and \$4500.00 to actually move it. Jay confirms he’s begun the delegation process, for October 15th.

NEW BUSINESS

N/A

Open Discussion/Question Period

6.

Ashley from Country Diner/Elmvale Flea Market is working with Brianna on getting the name confusion sorted out.

Brianna indicates the Economic Development Committee has seminars for local businesses for work place safety measures, held every Thursday between 3-4pm.

In lieu of our yearly fall fair being cancelled, there will be the Elmvale virtual Thanksgiving celebration. Thanksgiving display contest to be held with the theme: Thanksgiving Blessings – what are we thankful for?

Can the BIA have the community develop a competition to help decide what to do on the new sign in the parkette?

Farmers Market's last day is OCT 9TH.

7.

ADJOURNMENT

RECOMMENDATION-BIA-25-2016

Moved by: Jay Schell

Seconded by: George Cabral

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 7:05 pm to meet next on Thursday, October 15th, 2020 at 5:30 pm by Video Conference call.

Jay Schell, Chair

Kimberley Ashworth, Secretary

Township of Springwater
Elmvale Business Improvement Area
