



Minutes

Elmvale BIA Meeting

Tuesday, June 18, 2024 – 5:30 p.m.
Springwater Library – Elmvale Branch

Present:

Jay Schell, Vice Chair
Councillor Garwood
Sue Gilson
Brenda Stanley
Brianna Belcourt, Staff Liaison

Also Present:

Jodie Delgado, Library CEO

Regrets:

Crystal Graveson, Chair
Al Pontes
Todd Hutchinson

1. Call to Order

1.1. Open Meeting

Resolution

Moved by Garwood
Seconded by Stanley

That this BIA meeting held on July 18, 2024 come to order at 5:32PM.
Carried.

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on May 16, 2024

Resolution

Moved by Garwood
Seconded by Gilson

That the Committee of Adjustment minutes dated May 16, 2024 be adopted as presented.
Carried.

3. New Business (For Discussion)

3.1 Springwater Farmers' Market – Elmvale presented by the Elmvale BIA

Overall was a good first week at the Farmers' Market despite the inclement weather.

Hours will be updated to 4pm – 8 pm, for the remainder of the summer.

10 vendors are anticipated next week, plus Jennifer will be there with her ice cream truck.

The Market Manager position was discussed. Marissa will be assisting the Market from 3 pm – 8:30 pm on Thursdays. Although she will be unable to assist with administrative duties, at least there will be an additional body to help man the event and assist with setup/takedown activities.

3.2 Music in the Park

Member Gilson provided an update noting that Shayne is organizing the talent for Music in the Park. Line up info has been sent to Member Stanley to be advertised.

First day is scheduled for July 6th, from 1 pm – 3 pm.

3.3 Summer Social Media Contest

Beginning the end of June, through August, in effort to attract traffic to the BIAs social media accounts, the BIA will be hosting a summer social media contest. Member Stanley is working to gather gift certificate donations for the prizes.

4 Appointment

4.1. Appointment of Secretary

Discussion deferred to a future meeting.

5 General Updates

5.1. New Businesses & Local Business Update

The group shared the following business updates:

- Pet Valu in the new plaza is now accepting resumes;
- Double Down Divers holding a grand opening on the main street;
- Elm Desi is closed;
- New photo business on the main street and they have made some exterior upgrades to the building; and,
- Dr. Gabor is continuing his build.

5.2. Library Update

CEO Delgado provided the following updates:

- Summer reading has kicked off, with more interest than ever;
- Summer program registrations are open;
- July 9th – Science North will be coming;

- Tech help is available; and,
- Friends of the Library group will be at the Farmers' Market over the course of the summer.

5.3 Financial Update

Member Gilson noted there are no new financial updates to provide this month. Eric from the Township has been sending regular updates to keep the BIA informed, as needed.

Councillor Garwood noted that he had some payments from the Market to drop off to the office next week.

5.4 Marketing Update

Member Stanley noted that the radio ad campaign has started. 10 businesses chose to partner with the BIA for the campaign. All summer every ad speaks to the Farmers Market. Bell Media has agreed to at no cost update the Farmers Market information on the ads to reflect the new hours of operation. Music in the Park will also be advertised, mainly on Thursdays.

Social media reach and impressions continue to do well.

5.5 Springwater (Council & Staff) Update

- Staff Liaison Belcourt shared the following:
 - o Opportunity for patios: The program which was brought forward previously by Clerks was shared with the group. The group noted that the Palace was previously interested but a front patio had not been established from their understanding. Steelers owners noted that they already have a front and back patio which they are happy with at present.
 - o Springwater Swing: It was noted that the Springwater Swing golf tournament will occur on July 15th. Future opportunities for participation and sponsorship were discussed at high level, for next year.
- **Councillor Garwood noted that himself and Chair Graveson completed the business visits.**

A discussion around BIA swag items also occurred. The board expressed interest in obtaining t-shirts for the BIA Board members to wear at events and also some stickers or giveaway swag.

Resolution

Moved by: Garwood

Seconded by: Schell

That the Elmvale BIA agree to a budget of \$500 to be spent on event t-shirts for the board and promotional (swag) items.

Carried.

6. Adjournment

6.1. Adjournment

Resolution

Moved by Gilson

Seconded by Schell

That this Elmvale BIA meeting held on June 18, 2024 does now adjourn at 6:26 PM. The Board will meet next on July 17, 2024 at 5:30 PM, in-person at the Springwater Library – Elmvale Branch.

Carried.

Chair