

Present:

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

Also Present:

Jodie Delgado, Library CEO

Regrets:

Al Pontes
Todd Hutchinson

1. Call to Order**1.1. Open Meeting****Resolution**

Moved by Schell
Seconded by Garwood

That this BIA meeting held on July 17, 2024 come to order at 5:34PM.

Carried.

2. Previous Minutes**2.1. Minutes of the Elmvale BIA meeting held on June 18, 2024****Resolution**

Moved by Garwood
Seconded by Gilson

That the Elmvale BIA minutes dated June 18, 2024 be adopted as presented.

Carried.

3. New Business (For Discussion)**3.1 Update: Springwater Farmers' Market – Elmvale presented by the Elmvale BIA**

Marissa is acting as the Market Manager and manning the Farmers' Market on Thursday evenings. She has been well received by both the Board and the vendors.

Marissa has created an Instagram page to advertise the Farmers' Market further on social media. Moving forward it was suggested that Marissa tag the vendors in posts to enhance the algorithm and encourage vendors to reshare.

Two new vendors have reached out to Councillor Garwood. If all show, there could be 17 vendors next week (including Harley who will be coming for Bike Night).

The vendors have requested additional signage. Township staff made the suggestion through Councillor Garwood of considering CurbX signs. A discussion was had about having signage at the community hall as well as the main intersection (parkette).

Resolution

Moved by Garwood

Seconded by Schell

That the BIA allocate a maximum of \$1,000.00 towards the creation of signage to advertise the Farmers' Market for the remainder of the summer.

Carried.

Should the Market continue beyond the 2024 season, further discussion around infrastructure needs will be warranted. For instance, the condition of the existing tents are deteriorating.

It was noted that the Friends of the Library in the first three weeks made a total of approximately \$50 combined, however the last two weeks they have made \$60 each week. A clear sign that word is getting out and traffic is increasing to the Market.

It was suggested that a poster be posted at the baseball diamonds to advertise the Market to those who may be playing Thursday nights, now that soccer has concluded for the year.

Further, it was suggested to revise the idea of a market basket and weekly draw at the Farmers' Market. The attendees discussed the matter in detail. It was concluded that they would discuss vendors at the Market the following day and if interest was expressed, start a draw the following week.

3.2 Update: Music in the Park

Two weeks have taken place this summer. Turn out has been good so far.

3.3 Remembrance Day Banners

Staff Liason Belcourt asked the BIA if there was interest in partnering with the Township again this year on Remembrance Day Banners to be hung in downtown Elmvale. There are still a number of veterans who are named at the Legion that have yet to be featured. Once all have been featured, existing banners can be reused in future years.

Township staff will complete artwork, consistent with the previous years.

Resolution

Moved by Garwood

Seconded by Gilson

That the BIA partner for the Township of Springwater on the creation of 16 new Remembrance Day Banners for 2024 and allocate a maximum of \$1,300.00, to cover 50% of the costs.

Carried.

4 Appointment

4.1. Appointment of Secretary

The Board discussed the need to appoint/find a secretary for the BIA.

Councillor Garwood noted some potential participation interest from a couple new businesses in town, highlighting they may wish to be involved on a limited availability. Councillor Garwood expressed that he would explore further.

The Board noted that they will continue to advertise and return to the conversation at the September meeting.

It was further noted that Staff Liason Belcourt will cancel the meeting invite for the remainder of the year, and Chair Gravestone will send out a new meeting invite.

5 General Updates

5.1. New Businesses & Local Business Update

The group shared the following business updates:

- New Indian Curry & Grill restaurant to open at 46 Queen Street West;
- Studio 31 now open at 31 Queen Street West; and,
- Pet Valu and Pizza Hut to open at 74 Queen Street West.

Owner of Sofia's Magic Carpet & Rugs expressed interest in opening a new location for his business to the Elmvale community. Staff Liaison Belcourt suggested that he

reach out to the Township's Planning Department for assistance in finding a suitable location.

5.2. Library Update

CEO Delgado provided the following updates:

- Summer reading program has surpassed last years numbers and going really well; and
- A variety of Library programming is continuing throughout the summer.

5.3 Financial Update

Member Gilson provided a brief financial update, noting that there is approximately \$14,000 remaining in the account for 2024.

5.4 Marketing Update

Member Stanley noted the following:

- There has been overwhelming response to the Market online; and,
- The radio ad campaign is ongoing.

Member Stanley requested photos of the Market and Music in the Park to enhance social media content on both moving forward.

5.5 Springwater (Council & Staff) Update

No additional updates were presented.

6. Adjournment

6.1. Adjournment

Resolution

Moved by Schell

Seconded by Gilson

That this Elmvale BIA meeting held on July 17, 2024 does now adjourn at 6:44 PM. The Board will meet next on September 19, 2024 at 5:30 PM, in-person at the Springwater Library – Elmvale Branch.

Carried.

Chair