



Minutes

Elmvale BIA Meeting

Thursday January 16, 2024

Springwater Library – Elmvale Branch

Present:

Jason Schell
Sue Gilson
Amanda Costa
Sheri Maynard
Tina Breen
Matt Garwood
Crystal Gravenson
Sonya Hayes
Sarah Covey
Tracy McCutcheon
Adam Thompson
Nancy Lapensee
Jodie Delgado
Shelly Columbus

1. Call to Order

1.1. Open Meeting

Resolution

Moved by Gravenson
Seconded by Garwood

That this BIA meeting held on January 16, 2026 come to order at 5:35 PM.
Carried.

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on November 21, 2024

Resolution

Moved by Gravenson
Seconded by Gilson

3. New Business (For Discussion)

3.1 Elmvale Christmas Night Market: Review Discussion

Tina Breen (Tiny Art Shack), Sonya Hayes (Studio 31) and Sarah Covey (Covey Wellness) gave a general update:

- 12 Businesses involved with vendors in each - very positive response from the community.
- An extraordinary amount of food donations.
- Some financial donations to the food bank.
- The passports were effective for getting people into businesses - discussions about a central passport handout and collection area next year.
- The lights (or lack thereof) were an issue for lighting up the vendors and street outside.
- The team will look into decorating and lighting up businesses for the next Christmas Night Market.
- The event was a Home Run!!!!!!
- Planning has already started by the above committee members

3.2 2025 Springwater Farmers Market – Elmvale, Presented by the Elmvale BIA

- 50% farmers need to occupy the market to keep it running (farmer's market ontario - insurance)
- Strategies about how to attract venders more consistently on-going
- Send out information to attract - vender applications (Matt to compile all current information and update)
- Marketing strategies discussed
- Discussions regarding what "qualifies" as "farmer's market venders" and how to attract more
- Extending "Summer Night Market" season - June 12th through September
- Time 3-7 pm
- Music in the park moving to "Music in the Parking Lot" - Thursday nights.
- Discussions about market layout to ensure emergency routes are accessible and power accessibility (back of Community Hall parking lot)
- Set up and tear down - Hire Marissa for the season
- More planning time - starting sooner with planning and disseminating informational details
- Discussions about the need to invest in new tents for market vendors
- Discussions regarding increasing seasonal market booth rental fees
- Discussions about having permanent booth spots and occasional spots - 18 booths
- Discussions about incentives to bring in the farmers - early bird offers, free booth offers...
- Tina Breen offered to do social media for the Elmvale Summer Night Market
- Discussions about providing activities for children at the market (games...)

3.3 2025 BIA Meeting Updates

- 3rd Thursday of each month - will need to move to the Monday during the Summer Night Market

4 General Updates

4.1. New Businesses & Local Business Update

The group shared the following business updates:

- The downtown revival begins...
- New Business - Thompson Fireplaces and Living Spaces - Getting close to opening offering fireplaces, custom furniture, kitchens, bathrooms...
- Pizza Hut opened
- Quesada - close to opening
- Pet Valu - killing it!

4.2. Library Update

Jodie - Representing the Library

- Budget passed at council
- Extended hours - Library will now be opening at 10 am on Monday's
- January/February Adult Reading Bingo

4.3 Financial Update

Treasurer Gilson - no update

4.4 Marketing Update

Member Gravenson noted the following:

- Snow man contest going well
- \$500 in gift cards so far - still accepting donations

Motion for funding (\$1200) for advertising Springwater news.

Resolution

Moved by Garwood

Seconded by Gilson

4.5 Springwater (Council & Staff) Update

- Township budget Update
- Economic Development Update
- Elmvale Community Rec Association - Seeking sponsors
- February 14th Graham Scott Fleming
- Family Day Feb 17th - family fun fest on Fairgrounds property
- Family skate 1-2pm

5. Adjournment

5.1. Adjournment

Resolution

Moved by Gravenson

Seconded by Garwood

That this Elmvale BIA meeting held on January 16th, 2025, does now adjourn at 7:16 PM. The Board will meet next on February 20th, 2025, in-person at the Springwater Library – Elmvale Branch.

Carried.

Chair