



# Minutes

## Elmvale BIA Meeting

Thursday November 21, 2024 – 5:30 p.m.

Springwater Library – Elmvale Branch

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### Present:

#### Present:

Jason Schell, Vice Chair

Sue Gilson, Treasurer

Shelly Columbus

Amanda Costa

Sheri Maynard

Tina Breen

Matt Garwood, Councillor

Crystal Gravenson, Chair

Brenda Stanley, Director

Sonya Hayes, Secretary

### Also Present:

Donna Kenwell - President of Friends of the Library

## 1. Call to Order

### 1.1. Open Meeting

#### Resolution

Moved by Schell

Seconded by Garwood

That this BIA meeting held on November 21, 2024 come to order at 5:40PM.

**Carried.**

## 2. Previous Minutes

### 2.1. Minutes of the Elmvale BIA meeting held on October 17, 2024

#### Resolution

Moved by Stanley

Seconded by Schell

That the Elmvale BIA minutes dated October 17, 2024 be adopted as presented.

**Carried.**

### **3. New Business (For Discussion)**

#### **3.1 Update: Elmvale Christmas Night Market**

Tina Breen (Tiny Art Shack), Sonya Hayes (Studio 31) gave a general update on progress.

- 12 Businesses involved with vendors in each - gaining a very positive response from the community.
- The passports will be given out at 5pm each night of the event.
- The team will continue to encourage and support businesses in decorating and lighting up their businesses for the Night Market.
- The lights in the alley along Studio 31 and on the patio at the Palace, have been installed and are fabulous!
- Call out for volunteers to help out for the two nights ongoing.
- Member Stanley continues to work with media for advertising and promoting the Christmas Night Market.

#### **3.2 Veteran Crosswalk**

Brought forward by Member Gilson, the Veteran's Crosswalk was endorsed by council via a Notice of Motion by Councillor Garwood. The crosswalk will be applied Maria Street. The date of completion is to be determined. The BIA will be participating.

### **4 Appointment**

#### **4.1. Appointment of Secretary**

The Elmvale BIA hereby appoints Sonya Hayes as Secretary for the remainder of the term.

### **5 General Updates**

#### **5.1. New Businesses & Local Business Update**

The group shared the following business updates:

- The new Bodega and Wine shop, called 99 Bottles is set to open on Queen Street in December. Date TBD
- Pizza Hut is set to open. Date TBD
- Indian Currie House is set to open Friday November 29th, 2024.
- A new fireplace store/showroom owner - Adam Thompson of Thompson Enterprises is also set to open. Date TBD.
- Santa will be coming Steelers December 14th from 1:00 - 3:00pm

## 5.2. Library Update

Representing the Library, President of Friends of the Springwater Library, Donna Kenwell:

Completion of the First On-line Silent Auction for the Friends of the Springwater Library:

- Started November 1 and closed November 14th
- 80 items were donated for the auction
- Over \$3300 was raised in the auction
- There were some technical difficulties with the site. Problems to be worked out for future auctions.
- More volunteers are needed for future auctions.

Upcoming Events:

- Creating with Cricut - "How to"
- Gingerbread House Building
- Story time with Santa
- Library will be closed the first week of December for painting  
Library will be getting new lights. Date TBD

## 5.3 Financial Update

Treasurer Gilson provided a brief financial update, noting that there is \$17637.33 remaining in the budget for next year.

## 5.4 Marketing Update

Member Stanley noted the following:

- The BIA has been promoting the Elmvale Christmas Night Market recently and continues to gain great online traffic.
- Radio Campaign for the Christmas Night Market starts Monday November 25th, 2024.
- The Elmvale BIA to cover \$400, and the businesses would be responsible for the other \$400, up to a maximum of 12 businesses for 2024.
- Businesses interested in participating in the ad campaign must commit by Friday, November 22, 2024.
- Campaign continues to promote the Tree Lighting Ceremony and The Santa Clause Parade.

Other:

- Continue reaching out to businesses regarding the 24 days of Christmas through December.
- Snowman contest runs from January through February and will be looking for donations for prizes.

**Resolution**

Moved by Stanley  
Second by Garwood

Brought forward by Member Graveson that the BIA continues to fund advertising with an additional amount of \$1000.00 for the month of December and January with a shop local focus.

**5.5 Springwater (Council & Staff) Update**

Member Graveson successfully presented to Council information regarding the BIA

**6. Adjournment**

**6.1. Adjournment**

**Resolution**

Moved by Garwood  
Seconded by Shell

That this Elmvale BIA meeting held on November 21, 2024, does now adjourn at 6:45 PM. The Board will meet next on January 16th, 2025, in-person at the Springwater Library – Elmvale Branch.

**Carried.**

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Chair