

**Present:**

Jay Schell, Vice Chair  
Councillor Garwood  
Sue Gilson, Treasurer  
Brenda Stanley, Web/Social

**Also Present:**

*Representatives from:*  
Collective Makers Studio  
Nature's Solution  
Studio 31  
Butlers Pantry  
Tiny Art Shack  
Dr. Gabor (9 Queen Street)

**1. Call to Order**

**1.1. Open Meeting**

**Resolution**

Moved by Schell  
Seconded by Gilson

That this BIA meeting held on October 17, 2024 come to order at 5:30PM.  
**Carried.**

**2. Previous Minutes**

**2.1. Minutes of the Elmvale BIA meeting held on September 26, 2024**

**Resolution**

Moved by Gilson  
Seconded by Stanley

That the Elmvale BIA minutes dated September 26, 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) and Sarah Covey (Covey Wellness) along with support from the BIA will be operating a new event in 2024. The Elmvale Christmas Night Market will run November 28<sup>th</sup> and

29<sup>th</sup> from 5-9PM and will include **35** plus vendors. Participating vendors will setup within existing Elmvale businesses, allowing the community the opportunity to visit new places, meet new people all while supporting local businesses and restaurants. The response has been incredible, with plans to expand the event in 2025.

- Councillor Garwood has booked the Community Hall to ensure washroom access for both days the event is operating.
- The passport for the event is completed as confirmed by Tina and Sonya.
- Councillor Garwood also confirmed the event could be added to the digital sign as the event is BIA supported and sponsored.
- Member Stanley contacted Bell Media and has confirmed the opportunity to interview on air with PURE Country (Tina and Sonya to take this on).

Tina and Sonya requested the BIA's further support by providing funds for live music for the 2024 Elmvale Christmas Night Market.

#### **Resolution**

Moved by Schell

Seconded by Garwood

That the BIA support the Elmvale Christmas Night Market in 2024 by providing funds for live music for a total of \$300.

**Carried.**

### **3.2 Remembrance Day Banners**

Councillor Garwood indicated the Remembrance Day banners are scheduled to go up after the EMHA tournament weekend (Oct 25-27). The banners will go up between October 28 and November 1.

## **4 Appointment**

### **4.1 Appointment of Secretary**

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

## **5 General Updates**

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

The group shared the following business updates:

- A new wine shop is set to open on Queen Street.
- Butlers Pantry is now open on Queen Street.

- A new fireplace store/showroom is also set to open. Date TBD.

## 5.2. Library Update

CEO Delgado was unavailable to attend the meeting but provided the following written update:

Next week is Ontario Public Library Week.

- On Thursday we have a Make Your Own Magnet program at 6 pm and Friday is our PA Day Stop Motion Workshop.
- Georgian Bay Reads is on Saturday, October 26 at the Wasaga Beach Library. Springwater's book is The Maid by Nina Prouse. Hopefully we'll win! There may be a few tickets left on Eventbrite.

If you harvested any seeds from your garden, help us restock our Seed Library.

The Friends of the Springwater Library are always looking for new members. It costs \$10 for an annual membership, \$5 for seniors, and \$20 for a family. All funds go to the Friends who help the library with programs, technology etc. Their online Auction starts on November 1 and closes November 14. We'll have the link on our website. Steeler's, SwimSafe out of Moonstone, Springwater Nursery and other local businesses are contributing auction items.

Contact [friendsofspringwaterlibrary@gmail.com](mailto:friendsofspringwaterlibrary@gmail.com) for more information.

## 5.3 Financial Update

Treasurer Gilson provided a brief financial update, noting that there is approximately \$5,583 remaining in the budget for 2024.

## 5.4 Marketing Update

Member Stanley noted the following:

- The BIA has been promoting the NEW Elmvale Christmas Night Market recently and have received a great online response.
- With the recent Elmvale Fall Fair, the Springwater Sports Heritage Induction Ceremony and upcoming Blood Drive, there is lots to support and promote within Elmvale currently.

Member Stanley also highlighted the holiday radio campaign. The campaign would run from November 12 through December 17. The Elmvale BIA would cover \$400, and the businesses would be responsible for the other \$400, up to a maximum of 12 businesses for 2024. Pending interest, this would equal a \$4,800.00 investment by the BIA.

**Resolution**

Moved by Gilson

Seconded by Garwood

That the Elmvale BIA once again renew its agreement with Bell Media by offering the holiday radio cost sharing campaign to local Elmvale businesses (12 total) at a maximum of \$4,800.00 investment by the BIA. And further that 10 seconds from each ad is used to promote the NEW Elmvale Christmas Night Market.

**Carried.**

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

Councillor Garwood mentioned the weeds on Queen Street West have been removed and highlighted the upcoming 2024 municipal budget and the BIA's opportunity to present to Springwater Council.

**6. Adjournment**

**6.1. Adjournment**

**Resolution**

Moved by Garwood

Seconded by Shell

That this Elmvale BIA meeting held on October 17, 2024, does now adjourn at 6:29 PM. The Board will meet next on November 21, 2024, in-person at the Springwater Library – Elmvale Branch.

**Carried.**

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Chair