



Minutes

Elmvale BIA Meeting

Wednesday, September 26, 2024 – 5:30 p.m.

Springwater Library – Elmvale Branch

Present:

Jay Schell, Vice Chair
Councillor Garwood
Sue Gilson
Brenda Stanley
Sonya Hayes
Tina Breen

Also Present:

Jodie Delgado, Library CEO

1. Call to Order

1.1. Open Meeting

Resolution

Moved by Schell
Seconded by Gilson

That this BIA meeting held on September 26, 2024 come to order at 5:31PM.

Carried.

2. Previous Minutes

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

Resolution

Moved by Garwood
Seconded by Gilson

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

Carried.

3. New Business (For Discussion)

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

Councillor Garwood provided an overview of the 2024 Springwater Farmers' Market – Elmvale season. The Market was an overall success, and the BIA, vendors and community members were thrilled the annual Market returned in 2024.

A motion was put on the floor by Treasurer Gilson and seconded by Vice-Chair Schell for the Elmvale BIA to continue operating the Springwater Farmers' Market – Elmvale in 2025.

Resolution

Moved by Gilson

Seconded by Schell

That the BIA continue to operate the Springwater Farmers' Market – Elmvale in 2025 and that the Market season run from June to September, 3PM – 7:00PM
Carried.

Further discussion around infrastructure needs will be warranted. For instance, the condition of the existing tents are deteriorating.

Tina Breen (Tiny Art Shack) has offered to assist the BIA with planning the annual Springwater Farmers' Market – Elmvale in 2025.

3.2 Update: Music in the Park

Music in the Park has wrapped up for 2024 and was overall another success. For 2025, Treasurer Gilson recommended the BIA move Music in the Park from Saturday to Thursday evening to better align with the Farmers' Market.

Resolution

Moved by Gilson

Seconded by Schell

That the BIA continue to operate Music in the Park and move the weekly event to align with the Springwater Farmers' Market – Elmvale on Thursday evenings, and for Music in the Park to run from 5-7PM.
Carried.

3.3 Holiday Night Market

Tina Breen (Tiny Art Shack) and Sonya Hayes (Studio 31) introduced a new event coming to Elmvale in 2024. The Holiday Night Market will run November 28th and 29th from 5-9PM and will include 15 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.

Brenda offered to connect with Bell media to help promote the event through their various channels (CTV, radio, etc.)

Tina and Sonya requested the BIA's support by assisting in partially funding the event.

Resolution

Moved by Schell

Seconded by Gilson

That the BIA partner with Tina Breen and Sonya Hayes to support the Holiday Night Market in 2024 and allocate a maximum of \$1,100.00, to cover costs.

Carried.

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:

- Pet Valu is now open at 74 Queen Street West.
- A new wine shop is set to open on Queen Street.
- Butlers Pantry is set to also open on Queen Street in October of 2024.

5.2. Library Update

CEO Delgado provided the following updates:

- Summer reading program has surpassed last years numbers and was one of the most successful to date.
- A variety of Library programming is continuing throughout the summer/fall.

5.3 Financial Update

Treasurer Gilson provided a brief financial update, noting that there is approximately \$9,000 remaining in the budget for 2024.

5.4 Marketing Update

Member Stanley noted the following:

- There has been overwhelming response to the Market online; and,
- 8,888 visits to our website and a significant increase in social media traffic compared to the previous August/September.

Member Stanley indicated she would discuss the holiday radio campaign at the

October meeting. Member Stanley also indicated the need for additional funds for social media marketing for October, November and December.

Resolution

Moved by Schell

Seconded by Garwood

That the BIA allocate a maximum \$300.00, to cover marketing costs for October, November and December.

Carried.

5.5 Springwater (Council & Staff) Update

Councillor Garwood discussed the current state of weeds on Queen Street West along with the upcoming budget and the BIA's opportunity to present to Springwater Council.

6. Adjournment

6.1. Adjournment

Resolution

Moved by Schell

Seconded by Garwood

That this Elmvale BIA meeting held on September 26, 2024, does now adjourn at 6:39 PM. The Board will meet next on October 17, 2024, in-person at the Springwater Library – Elmvale Branch.

Carried.

Chair