



Minutes

Elmvale BIA Meeting

Thursday, May 16, 2024 – 5:30 p.m.

Present:

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

Also Present:

Dr. Gabor

Regrets:

Al Pontes
Todd Hutchinson
Jodie Delgado, Library CEO

1. Call to Order

1.1. Open Meeting

Resolution

Moved by Garwood
Seconded by Schell

That this BIA meeting held on May 16, 2024 come to order at 5:32PM.
Carried.

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on April 24, 2024

Resolution

Moved by Schell
Seconded by Garwood

That the Committee of Adjustment minutes dated April 24, 2024 be adopted as presented.
Carried.

3. New Business (For Discussion)

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

Posters printed, \$26 for printing costs. Member Stanley delivered copies of the poster this evening to those businesses who were open.

Waterbed Gallery noted that they would stay open later on Market evenings.

Additional vendor interest is coming in. A few vendors had noted that it would be nice if the Market hours were a little longer, but it is not stopping them from wanting to attend. Believe there will be about 8 vendors the first week.

Parking lot signs have been printed and paid for. Councillor Garwood has arranged to pick them up next week.

Insurance and registration with FMO is complete.

Job posting for a Market Manager is out. Members have been sharing and Councillor Garwood has passed it along to the College.

Councillor Garwood will be there approximately 1 hour before on the first week (June 13) and Crystal will join as well. Dr. Gabor confirmed he would be happy to assist as well.

Member Stanley noted that she will continue to actively advertise the Market. The 'Picture This Map' will also feature a Market ad as well. Springwater News has graciously posted about the market on the main online page and will keep it up for the summer.

3.2 Bell Media Campaign Options

Member Stanley obtained comparable quotes from other radio stations - Fresh Radio/BIG FM/Pure Country/Bounce Radio. Very similar pricing.

The Board expressed their satisfaction with past radio ad campaigns with Bell Media and expressed desire to proceed with Option 2 - Partnership Program (Radio) with Bell Media: \$400/business and BIA matches \$400.

For 10 Businesses the total cost to the BIA would be \$4,000.00. Done in the past around Christmas time. The campaign is set to start June 17.

Each ad is to have an introduction and comment related to Music in the Park and/or Farmers' Market.

Resolution

Moved by Stanley

Seconded by Gilson

That the BIA proceed with the radio ad partnership program with Bell Media and authorize a budget of up to \$4800.00 to match a maximum of 12 businesses.

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Carried.

3.3 Downtown Elmvale Hanging Basket Program Update

Staff Liaison Belcourt provided an update on the Hanging Basket Program and requested for the BIA to share it with the Businesses. Member Stanley agreed to sharing it on the BIA's platforms.

Chair Graveson and Dr. Gabor both expressed interest in the program. Dr. Gabor emphasized the importance of beautification activities such as this.

The BIA agreed to purchasing two baskets sponsored by the Board. Staff Liaison Belcourt & Member Gilson to coordinate purchase with Township staff.

Resolution

Moved by Schell

Seconded by Stanley

That the BIA sponsor two (2) hanging baskets, totalling \$150.00.

Carried.

3.4 Donation Basket – ECRA Bingo, June 20th

The Board agreed to donate remaining/unclaimed gift cards from past campaigns (includes gift cards for both McDonald's & Tim Horton) to the ECRA for their Bingo Event on June 20.

Councillor Garwood to touch base with Chair Graveson & Member Gilson to collect the donations.

3.5 Music in the Park

Music in the Park is anticipated to start on July 6th; and run for 8 weeks (skipping long weekends). Member Gilson to touch base with Shane to confirm music line up. Member Stanley will advertise.

4 Correspondence/Information

4.1 Construction Notice – Queen Street West & Riverview Court

Councillor Garwood provided overview of the Notice and works to take place. Start date is set for May 27. Estimated end date is June 7, 2024. One lane of traffic is to always remain open.

4 Appointment

4.1. Appointment of Secretary

Discussion deferred to a future meeting.

5 General Updates

5.1. New Businesses & Local Business Update

The group shared the following business updates:

- Photography Studio is open in the old Village Shoppe; and,
- No other information has been made available on the remainder of the units in the new plaza on Yonge Street South .

5.2. Library Update

CEO Delgado was unable to attend the meeting, but provided a library update via email.

5.3 Financial Update

Member Gilson provided an update on the financials, noting that it does not include anything not billed/processed yet (i.e. radio campaign).

Cheque for EDHS bursary is completed. Chair Graveson to deliver/present.

It was confirmed that the Farmers' Market expenses (i.e. Market Manager) will be paid for from the reserve.

5.4 Marketing Update

Member Stanley provided a comprehensive marketing update including social media and website statistics. She emphasized that the platforms are continuously seeing an increase in traffic.

Member Stanley noted that next month she wishes to discuss a summer social media contest.

Resolution

Moved by Stanley

Seconded by Schell

That the Board approve a social media budget of \$200 per month, for the months of June, July & August.

Carried.

5.5 Springwater (Council & Staff) Update

- Councillor Garwood distributed the volunteer appreciation certificates/gifts to the members in attendance;
- Staff Liason Belcourt shared:
 - o Skilled Trade Expo took place yesterday at the Elmvale Arena, hosting 2000+ Grade 7 & 8 Students;

- Staff are preparing for the upcoming Springwater Swing golf tournament in July; with sponsorship opportunities available; and,
- On Wednesday evening, Council approved the Part Lot Control exemption for Huron Creek Townhouses (across from the paramedic station). Although there is still a couple details to finalize, the builder is hopeful to pour foundations this year. The BIA expressed support of growth in the community.

6. Adjournment

6.1. Adjournment

Resolution

Moved by Gilson

Seconded by Schell

That this Elmvale BIA meeting held on April 25, 2024 does now adjourn at 6:35 PM. The Board will meet next on June 18, 2024 at 5:30 PM, in-person at the Springwater Library – Elmvale Branch.

Carried.

Chair