



**ELMVALE BIA MONTHLY  
MINUTES  
May 19th, 2022 - 5:30PM  
Video Conference Call**

**Present:**

Jay Schell, President  
Kimberley Ashworth, Director/Secretary  
Sue Gilson, Director/Treasurer  
Brenda Stanley, Director  
Brianna Belcourt, Township Liaison  
Todd Hutchinson, Director  
Melissa Small, Director  
Kathrin Veenstra, Marketing Coordinator,

**Also Present:**

Michael Jacobs  
Bob Simmons, The Farmer's Market

**Regrets:**

Ashley Bates, Director, Tim Ashworth, Director, George Cabral, Councillor, Jodie Delgado, Springwater Library

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**1. CALL TO ORDER**

1.1. Call to order and welcome to guests 5:38 P.M.

**RECOMMENDATION BIA-23-2016**

**Moved by: Jay Schell**

**Seconded by: Kimberley Ashworth**

THAT this general Meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:38 PM May 19<sup>th</sup> , 2022.

**CARRIED.**

2. **APPROVAL OF THE MINUTES**

**RECOMMENDATION-BIA-22-2016**

Moved by: Jay Schell

Seconded by: Todd Hutchinson

THAT the minutes of April 21<sup>st</sup> , 2022 are approved as revised.

**CARRIED.**

3. **BUSINESS ARISING FROM THE MINUTES**

Motion put forward to approve the Associate Members Application as designed by the BIA.

**Moved by: Jay Schell**

**Seconded by: Kimberley Ashworth**

Unanimous Voted

**CARRIED**

Kathrin Indicates that the BIA has been granted \$1,000.00 from the RT07 for Social Media marketing for the Sci Fi Festival, and will apply for additional for Music in the Park.

4. **DISCLOSURE OF PECUNIARY INTERES**

N/A

5. **DISCUSSION/COMMITTEES**

**5.1 Farmers Market**

Bob indicates that there are some workers who will be sporadically available to help, everyone keep their ears open for others who may be available.

**5.2 Marketing**

229% increase in post reaches, resulting in 30,000 visits per month. As of May 18<sup>th</sup>, 2022 there have been 7,000 visits to the Elmvale BIA site, and 4,000-7,000 visit on ads for the Sci Fi Festival, with lots of post engagement. The BIA

has reached 1,000 followers on Instagram. The new face of the Bakery has done quite well in Social Media reach.

### **5.3 Sci Fi Festival**

Kimberley and Melissa provide updates, moving along well, website now displaying vendors, and exhibits. 22 Vendors so far, and counting.

### **5.4 Music In the Park**

All weekends are booked, 5 of 9 invoices received from the artists, Kimberley to keep in contact with Shane to ensure they are all received in good order.

Kathrin notifies the BIA that a young artist from Elmvale is interested in participating in Music in the Park. We will keep her as a stand in for any cancellation, and will have her on next year's list.

## **6. Updates from Council**

Great Lakes Cycling is looking for towns to participate in welcoming and providing useful and branded give aways. Elmvale is the final stop, the afternoon of August 7th.

The BIA will commit time in the next meeting to discuss how to bring Elmvale, branded to the Cyclists.

The County of Simcoe Master Transportation planners are looking for input from the community on ideas to streamline & improve transportation in Simcoe.

### **NEW BUSINESS**

Need to find out about ad campaigns in the Springwater News: what it will cost if not for free as in the past. Jay working with The Springwater News.

Jay asks Brianna to follow up on having our meetings listed in the Springwater Link as that has not been happening.

## **7. Open Discussion/Question Period**

In Jodie's absence, Kimberley reads her email detailing announcements from the library:

Elmvale Branch of the Springwater Library will be hosting a vaccine clinic on Thurs. May 26 from 11:00 am – 5:00 pm. The Community Hub pop-up will be there the same day from 12:00 pm-2:00 pm, and Summer Reading registration starts on June 6, and there will be some great prizes and programs available!

8. **ADJOURNMENT**

**RECOMMENDATION-BIA-25-2016**

**Moved by: Jay Schell**

**Seconded by: Brenda Stanley**

THAT this meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:38 pm to meet next June 16th, 2022 at 5:30 pm, by Video Conference call.

**Jay Schell, Chair**

**Kimberley Ashworth, Secretary**