



Minutes

Elmvale BIA Meeting

April 16, 2026 – 5:30 p.m.

Elmvale Public Library

Elmvale, ON

Present:

Crystal Graveson - President

Jason Schell – Vice President

Sue Gilson – Treasurer

Matt Garwood - Councillor

Brenda Stanley - Member

Sonya Hayes – Secretary

Tina Breen - Member

Sarah Covey - Member

Brenda

Jodie Player-Delgado

Tracy McCutcheon

Wes Covey

Abbey Warren

Shelly Columbus

Sheri Maynard

Adam Thompson

Terry Clever

Brooklyn Paolucci

Dustin Hales

1. Call to Order

Be advised that this Elmvale BIA Board meeting will be held on April 16th, 2026, at 5:30 pm in person at Springwater Public Library, Elmvale

1.1. Open Meeting

Resolution: That this BIA meeting held on April 16th, come to order at 5:38 PM.

Moved by: Matt

Seconded by: Sonya

Carried

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on March 19th, 2026

Resolution: That the Elmvale BIA minutes dated March 19, 2026, be adopted as presented.

Moved by: Jason

Seconded by: Sue

Carried

3. For Discussion

3.1 Farmer's Market

- Committee meeting - Adam, Sheri, Matt
- Good vendor commitment - Looking for between 18 and 30 vendors
- June 11th - August 27th
- Curbex signage will up May 1st and stay up to August 28th
- Swoop Fiber is interested in sponsoring the market - discussions continuing
- Working on new signage i.e. bathroom and dates...
- Marissa confirmed to continue for the third year as the BIA representative
- Sheri is doing administrative work and finances - working out schedule for committee help

3.2 Music In the Parking Lot 4:30-6:30 pm Timeslot Discussion

- 4:30-6:30pm timeslot for the paid artists

- 3-4pm - Matt coordinating budding artists - Cooper Reynolds (Reynolds family has offered to do the season at \$900 for the season)
- Sheri to handle the market finances through the Butler's Pantry for processing

Resolution: Be it resolved that BIA hire Reynolds family for the Farmer's Market 2026 for the amount of \$900.00 for the entire season.

Moved by: Sonya

Seconded by: Crystal

Carried

3.3 StopGap Ramp Project – Matt

- Foundation - not for profit - works with municipalities to make downtown areas/businesses accessible with temporary removalable ramps (1-8 inches)
- potential resource for local businesses - not mandatory
- looking for endorsement of the idea for local businesses

Resolution: Be it resolved that the BIA endorse the stop gap in...and request township staff to investigate and provide additional information and that the a copy of this resolution be shared with the township of Springwater

Moved by: Matt

Seconded by: Cyrstal

Carried

3.4 Social Media and Community Engagement Coordinator – Kristina

- Next Tuesday April 21st Social Media Training Workshop being offered at the Library at 5:30 - goal is to help businesses create their content and tag BIA to share the information for each business
- Goose incentive - repurposed notebooks from students at Huronia Centennial. Kristina will be in touch with business that might be interested in this program
- Engagement on the rise! 80 new followers since last meeting, 106k viewers for the first "Hello" video...monetum building

3.5 Elmvale Food Bank QR Code Partnership

- QR codes in Businesses for food bank donations
- foodbank looking for alternative outlets to raise money
- Looking to have stickers created for local businesses

Resolution: Be it resolved that the BIA contribute \$200 to fund Elmvale Food Bank print out of QR Code sheets dedicated to donations, for local businesses.

Moved by: Sarah

Seconded by: Sheri

Carried

3.6 Open Discussion

- EDHS (Elmvale District High School) looking for donations for commencement busuraries from local businesses (BIA)

Resolution: BIA approve the donation of \$500 for the 2026 bursary to EDHS Graduates

Moved by: Matt

Seconded by: Adam

Carried

4. General Updates

4.1 New Business and Local Business Update

- Available funding for local business improvements -
- Three Oaks Interiors - custom kitchen/millwork builder will be having the official grand opening on May 22nd - partnering up with Thompson Fireplaces and Living Spaces

4.2 Library Update (Jodie)

- AI presentation available online
- Linked-in Learning available online for free
- Saturday April 25th - friends of the library 10-11:30 during Maple Syrup Festival. \$10 membership
- April 22nd "We Lend a Hand" Event - History of Women Working in farming during WWII - \$20 dollar event fee
- Looking for a representative for the Springwater Library - October 24th at Community Hall

4.3 Financial Update (Sue)

- Eric sent over financials - March 31 update: \$3168 spent - total left \$21,000...
- Matt to check for the video costs and billing

4.4 Marketing Update (Brenda)

- Promotional Video edits still ongoing...more businesses integrated recently
- Still some filming to get finished throughout the summer

- Looking at other avenues for promotion of the video through social media
- Wes Covey is willing to support to improve the audio free of charge to ensure that quality of the voice is good and doesn't sound too much like AI - Brenda will coordinate Wes to meet with Chris to discuss audio further
- Requesting that the video be taken off the website until audio is improved and video is complete

Resolution: Be it resolved that \$600 be allotted to the cost of the Springwater News Advertising until December 31st, 2026.

Moved by: Matt

Seconded: Jason

Carried

4.5 Springwater (Council & Staff) Update - Brooklyn (Economic Development)

- Kevin Calhan presentation from the North Simcoe Business Centre supporting business and will be hosting drop in business sessions monthly (last Wednesday of every month) at the Library starting in May 27th at 10:00am to 2:00pm - sessions are free to business for attend. General concept is to help small businesses build and grow.
- North Simcoe Business Centre will be attending the May BIA meeting for further information
- information report regarding the Bring Your Own Alcohol program - Province allows it but it need to be approved by Springwater Council to approve the by-law
- Tourism Simcoe County - virtual workshops to support makers and local businesses. April 23rd start date more info to come and be shared with the BIA Social and Marketing coordinators
- 18thf Springwater Swing - Golf Tournament June 21st. Goal is to fund local initiatives. Looking for local businesses to donate gifts for raffle and sponsorships.

5. Adjournment

5.1. Adjournment

Resolution: That the Elmvale BIA meeting held on April 16, 2026, does now adjourn at 7:22pm. The Board will meet next on May 21st, in-person at 5:30 pm, at the Elmvale Public Library.

Moved by: Matt

Seconded by: Sonya

Carried.