



Minutes

Elmvale BIA Meeting

June 18, 2026 – 5:30 p.m.

Elmvale Public Library

Elmvale, ON

Present:

Sue Gilson – Treasurer

Matt Garwood - Councillor

Brenda Stanley - Member

Sonya Hayes – Secretary

Tina Breen - Member

Brenda Stanley - Member

Shelly Columbus

Brianna Belcourt

Adam Thompson

Debbie Goldrick

1. Call to Order

Be advised that this Elmvale BIA Board meeting will be held on June 18th, 2026, at 5:30 pm in person at Springwater Public Library, Elmvale

1.1. Open Meeting

Resolution: That this BIA meeting held on June 18th, come to order at 5:38 PM.

Moved by: Sue

Seconded by: Sonya

Carried

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on May 21st, 2026

Resolution: That the Elmvale BIA minutes dated May 21st, 2026, be adopted as presented.

Moved by: Jay

Seconded by: Sue

Carried

3. For Discussion

3.1 Farmer's Market - Update

- Start date June 11th, 2026
- First night was amazing! Great turn out and hoping to build on the momentum
- 18 Vendors on the second night even in the rain
- Always open to more vendors

3.2 Canada Day - Support and Sponsorship Request

- Garwood and Allen are putting together Canada Celebration
- Lacking funds and looking for support from the BIA

Resolution: Be it resolved that the BIA contribute \$500 dollars for the Canada Day Celebration at Heritage Park

Moved by: Jay

Seconded by: Tina

Carried

3.3 Partnership with Our Village/Elmvale's Farmers' Market Update

- Whisky Road Hats are in! Proceeds will go to the community garden
- Hats will be sold at the Farmers' Market and through the Our Village Website for \$50 per hat

3.4 Items From the Floor

- Christmas Night Market will be discussed at the July 16th meeting
- Bike Night has been a great success with over 100 bikes participating

4. General Updates

4.1 New Business and Local Business Update

- Liquidation business closing
- Signage for Chelsea's Chocolates is moving forward
- Bike Night has been a great success with over 100 bikes participating
- Steelers features a local business each week with Bike Night - It's a raffle for a donation from participating businesses

4.2 Library Update (Jodie)

- No update

4.3 Financial Update (Sue and Matt)

- \$9931 left in the coffers

4.4 Marketing Update (Brenda and Kristina)

- Great work on the video
- 40 plus more instagram followers and more on Facebook
- Videos are making a large impact
- Working on one to two business posts a week - feature businesses
- Kristina will be sharing photos of the businesses with Brenda for the Website. Work will be ongoing and improve the directory of our website.
- Up to businesses update their data on the website - Kristina and Brenda will be putting together information to help business owners put their information on the website
- Utilizing leverage through social media to bring people to our down town

4.5 Springwater (Council & Staff) Update - Brianna Belcourt (Economic Development)

- StopGap was supported by the Council - report date in September
- Recreation Department - installing armour stone in the parking lot at the parkette to prevent driving through the parking lot to the alley in the back - Work will happen in July
- Flower baskets hung this past week - there is still opportunities to sponsor a basket - Emails will be sent to the BIA members
- Community Hall Roof update - majority of the roof has been completed
- Tourism Simcoe County is hosting a business session for businesses interested in becoming involved in the film industry
- County of Simcoe planning survey will be collected and is ongoing - they will visiting August 12th - 20th -
- Agri-tourism survey - if you participate you can enter to win a package to Vetta
- Springwater Swing - annual golf tournament Scheduled Wednesday June 24th. Proceeds go back to the community

5. Adjournment

5.1. Adjournment

Resolution: That the Elmvale BIA meeting held on June 18th, 2026, does now adjourn at 6:20pm. The Board will meet next on July 16th in-person at 5:30 pm, at the Elmvale Public Library.

Moved by: Jay

Seconded by: Sue

Carried.