



**ELMVALE BIA MINUTES of the
April 15th, 2021 - 5:30PM
Video Conference Call**

Present:

Jay Schell, President
Kimberley Ashworth, Secretary
Sue Gilson, Director
Brenda Stanley, Director
Tim Ashworth, Director
George Cabral, Councillor
Melissa Small, Director

Also Present:

Michael Jacobs, Springwater News
Jodie Delgado, Elmvale Library
Kathrin Veenstra, Marketing Specialist
Terry Cleaver, Waterbed Gallery
Brianna Belcourt, Liaison of Township
Stacey Gateman – Re/Max

Regrets:

Ashley Bates, Director, Todd Hutchinson, Director

1. CALL TO ORDER

1.1. Call to order and welcome to guests 5:43P.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 5:43 PM April 15th, 2021

CARRIED.

2. APPROVAL OF THE MINUTES

RECOMMENDATION-BIA-22-2016

Moved by: Jay Schell

Seconded by: Sue Gilson

That the minutes of March 18th, 2021 are approved as revised. **CARRIED.**

3. BUSINESS ARISING FROM THE MINUTES

COVID rating in Simcoe – Red Zone & tighter restrictions now in place.

Stacey confirms that growth in Simcoe County is up 39% amidst the pandemic.

This is an important time to promote services and amenities that Elmvale has to offer, as the area grows.

Mike indicates that breaking ground on Seniors community is hoped to begin next spring.

There is a 3rd phase approved for the new subdivision being developed just outside Elmvale towards Wasaga.

Mike Jacobs has received his first vaccine, and is feeling fine, congratulations Mike!

Mike indicates that in April 14th, 2021 Fairgrounds meeting, the Fall Fair has officially been cancelled due to COVID situation.

Terry indicates that the Waterbed Gallery is doing well online, however is highly reliant as well on walk throughs. Hoping that will happen in summer.

4. DISCLOSURE OF PECUNIARY INTERES

2019 Audit not yet complete

5. DISCUSSION/COMMITTEES

5.1 Virtually Elmvale Initiative

This has been successful in its implementation, and most businesses being notified are quite excited, however they do not seem to be engaging with it themselves and have been relying on Brenda and Kathrin to populate. Both Brenda and Kathrin seem to be getting greater result with phone calls rather than mailchimp notifications.

Brianna indicates that there needs to be review over the businesses in the official “Listings” tab as it appears that there may be businesses that are not participating in the current Levy.

Kimberley asks Brianna for an updated roll list of businesses that are paying the levy.

BIA Social media still going well, with 2500-3000 impressions per month. The Virtually Elmvale initiative has been optimized online for the best performance.

5.2 Sci Fi Fantasy Festival Update

Awaiting secured digital/streaming platform to host the event. Brenda is in negotiations, trying to obtain access to the platform to begin populating without having to pay up front for 3 months. Hoping to have an answer by 04/16/21. Balance of planning is in holding pattern, posts on events have been made. The website will be republished shortly with a new face highlighting this year's temporary change to an online event.

5.3 Director Requirements Follow Up

Jay asks Kimberley to contact Ashley Bates to find out if she is still interested in being a Director. Kimberley will ask if Ashley has contact info for Todd, as no one has any direct contact info for him.

6. Updates from Council

George highlights that Council will be reviewing the idea of allowing associate memberships to be available to businesses that are not in the Catchment Area, and/or are not paying the BIA levy.

It is unsure when new planters will arrive in Elmvale from the Horticultural Society, however, planters are for sale and Brianna indicates it will not be until May, maybe 2-3 weeks. Jay encourages businesses to buy.

Brianna indicates that the Springwater Elmvale Farmer's Market has successfully changed its name in order to not conflict with another local market. The new name is "The Springwater Farmers Market – Elmvale". Brenda requests that Brianna send all the info to rebrand it on the BIA website. The logos and branding are not quite complete but will be shortly

7. **NEW BUSINESS**

Jay indicates that he is often approached about Music in the Park. Jay asks Kimberley/Tim to contact Shane to give some guidance and impressions of the endeavour. George also recommends Jay contact the Simcoe County District Health Unit for appropriate COVID protocols for such an event. We also need to get clarification as to whether the events can be live streamed as per new restrictions announcements.

8. **Open Discussion/Question Period**

Jodie spoke first as she had to leave to kick off the “Storm Chasers” program as listed in previous minutes. There are plenty of Spring Break programs kicking off including the Jurassic Park Escape Room which will also be a part of the Sci Fi Festival.

The Springwater Smile Mother’s Day Initiative is going well. Money (\$35.00 per bag) can be submitted by cash or cheque made payable to Springwater Township – memo – Springwater Smiles & can dropped off in the book deposit slot; cheques can be mailed to the Township.

Three new library initiatives presented:

- Canopy Streaming service on Springwater Library website where card holders can watch up to 4 free indie movies per month & includes both an unlimited children’s programming feed and an educational feed
- Press Reader online global magazines and news papers library from any Simcoe County library
- Monthly Author presentation online, each author receives a \$250.00 honourarium

The summer reading program is underway, along with the announcement of a “Car Scavenger hunt” for the opportunity to win 1 of 3 gift certificates.

The Annual Report has come out highlighting results from initiatives and other accomplishments: in 2020 53,000 physical objects & 14,000 virtual items were borrowed.

Brenda and Jodie agree to interface to highlight appropriate links on the BIA website to help promote these initiatives.

Brianna confirms with Kimberley that Sasha and Renee may present regarding the new By-laws for the May BIA meeting.

Jay asking all participants to remember to keep the main street clean, and everyone to do their part to pick up around the fronts of businesses. Jay requests that Township send the street sweeper around again as the last

snowfall brought more sand. George will propose it to Council, but cannot assume that it will be done, and Brianna will call public works to see if this can be done.

ADJOURNMENT

RECOMMENDATION-BIA-25-2016

Moved by: Jay Schell

Seconded by: Kimberley

THAT this meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:46 pm to meet next April 15th, 2021 at 5:30 pm, by Video Conference call.

Jay Schell, Chair

Kimberley Ashworth, Secretary