



**ELMVALE BIA MINUTES of the
February 18, 2021 - 5:30PM
Video Conference Call**

Present:

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

Also Present:

Michael Jacobs, Springwater News
Jodie Delgado, Elmvale Library
Kathrin Veenstra, Marketing Specialist
Stacey Gateman of Re/Max

Regrets:

Brianna Belcourt, Liaison of Township, Ashley Bates, Director, Todd Hutchinson,
Director, Tim Ashworth, Director

1. CALL TO ORDER

1.1. Call to order and welcome to guests 5:35P.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 5:35 PM February 18th, 2021

CARRIED.

2.

APPROVAL OF THE MINUTES

RECOMMENDATION-BIA-22-2016

Moved by: Brenda Stanley

Seconded by: Melissa Small

THAT the minutes of January 21st, 2021 are approved as revised.

CARRIED.

3. BUSINESS ARISING FROM THE MINUTES

Prior to update on COVID protocols, Jodie Delgado indicates that while Simcoe Libraries are permitted to open, Springwater has decided to continue for the next couple of weeks. Jodie also confirms Township Offices are also open.

Confirming that Simcoe is in the Red Zone for COVID restriction protocols.

4. DISCLOSURE OF PECUNIARY INTERES

N/A

5. DISCUSSION/COMMITTEES

5.1 Treasurer Position

Kimberley wishes Sue Gilson well on her dual role as Director/Treasurer, and confirms that she has received all written instructions and has been introduced to Eric Whent via email by Brianna, the Township's Financial Analyst

5.2 Welcoming New Businesses

A new cannabis store will open in September 2021 where Idle Fancies used to be.

OK Tire owner has retired and sold the business. The new owner will open shortly but the business will no longer be OK Tire.

As a side note, it has been on our Social Media and in the Springwater News that the Guardian ATM is now available 24/7!

5.3 RTO7 & Grant Funding

RT07 grants opening soon. This year we will forego any application to the Simcoe County grant in an effort to hone BIA metrics and survey skills in order to provide the criteria they are looking for. Stacey Gateman assures members that she is open to any inquiries on area metrics and demographics.

SCI-FI Committee meeting to meet February 25th, 2021 at 5:00 PM via Zoom to discuss what budget will be spent on and to determine what efforts meet RT07 criteria. Committee consists of Melissa, Jodie, Kathrin and Kimberley, Jay to attend first meeting. Additional goal for the meeting is to establish dollars required for online guests.

5.4 Elmvale BIA E-Commerce/Digital Access Effort

Brenda is looking to have a presentation available of new website/platform that businesses can log into to create an online presence for Shop Elmvale.

5.5 Updates from Council

Georges reviews Brianna Belcourt's email that highlighted the following initiatives:

- 2021 Tourism, Culture and Sport
- Canada Healthy Communities Initiative
- Ontario Small Business Support Grant
- Free Solutions for Local Businesses

George also highlights the Township's efforts to try to bring appropriate internet to Springwater as there are still many pockets that are underserved. The Township is working with other ISP as alternatives to Bell. Stacey indicates that "how's the internet" is now the number one question new prospective homeowners ask when looking for a new home.

6. NEW BUSINESS N/A

7. **Open Discussion/Question Period**

Jodie indicates that the library continues to get active engagement out pacing previous years. They have continued to add more exploration kits of all kinds along with more hot spots to serve the community. There are also new scanning pens for those who had difficulty reading. Coming up on March 4th, 2021 the library will also hold a virtual Ebanking & Efraud seminar.

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 6:40 pm to meet next Thursday, March 18th, 2021 at 5:30 pm, by Video Conference call.

Jay Schell, Chair

Kimberley Ashworth, Secretary