



**ELMVALE BIA MINUTES of the  
January 21st, 2021 - 5:30PM  
Video Conference Call**

**Present:**

Jay Schell, President  
Kimberley Ashworth, Secretary  
Sue Gilson, Director  
Brenda Stanley, Director  
Brianna Belcourt, Liaison of Township  
George Cabral, Councillor  
Melissa Small, Director

**Also Present:**

Michael Jacobs, Springwater News  
Jodie Delgado, Elmvale Library  
Kathrin Veenstra, Marketing Specialist

**Regrets:**

Bob Simmons, Treasurer, Ashley Bates, Director, Todd Hutchinson, Director, Tim Ashworth, Director

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**1. CALL TO ORDER**

1.1. Call to order and welcome to guests 5:32P.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 5:32 PM January 2st, 2021

**CARRIED.**

2. **APPROVAL OF THE MINUTES**

**RECOMMENDATION-BIA-22-2016**

**Moved by: Melissa**

**Seconded by: Brenda Stanley**

THAT the minutes of November 19<sup>th</sup>, 2020, AGM are approved as revised.

**CARRIED.**

3. **BUSINESS ARISING FROM THE MINUTES**

Mike Jacobs indicates that the news media outlets are indicated 198,000 businesses lost, due to COVID-19, however, Brenda indicates that in the midst of this loss, many businesses have found ways to thrive, mainly through online offering

4. **DISCLOSURE OF PECUNIARY INTERES**

Approval of 2021 Budget.

**Moved By: Jay Schell**

**Seconded By: Kimberley Ashworth**

5. **DISCUSSION/COMMITTEES**

**5.1 Treasurer Position**

Sue Gilson to become new Treasurer of the Elmvale BIA.

**Moved By: Kimberley Ashworth**

**Seconded By: Brenda Stanley**

Kimberley to complete and send Resolution.

**5.2 Main Street Banners**

Banner policy is now in place and forwarded per Brianna in order to ensure that any new banners fall within that guideline.

### **5.3 Small Business Aid during COVID-19**

Funding opportunities – RT07 tourism response fund: Restaurants who serve the tourism sector could be eligible for \$10-20K, additionally available to small businesses impacted as a result of the lockdown.

Mike indicates that the business grants are listed in the Newspaper. Kathrin will send email blast to local businesses.

### **5.4 Elmvale BIA E-Commerce/Digital Access Effort**

Brenda indicates that the new effort will update and expand the current website information and will allow visitors and prospective clients find Elmvale businesses, and be able to drill down on businesses. It is discussed whether or not a mobile app is required, and it is decided that there will be no action on that portion at this time.

The new website include the updated directory, ability to have local businesses update their own, include an events calendar with a link to the Township directory. Each business will be able to go in and populate the information they wish to publish.

### **5.5 Snowman Promotion**

Excellent response! A Definite for Holiday Season 2021. Changes: offer 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> prize and have a times photo upload with a submission deadline, NOT voted through Social Media to eliminate late submission and confusion.

### **NEW BUSINESS**

6. It is decided to plan the Sci Fi as a virtual event for 2021. Include contests and online speakers/presenters. Suggested contests: art contest, costume contest, writing contest.

### **Open Discussion/Question Period**

7. Jodie indicates that the Library has had more engagement with Zoom Programs and participation in 2020 than in the previous year! She indicates the fall/winter fundraiser raised \$5500.00. A reminder that the library IS open for curbside!

Added to their borrowable equipment:

- Snow Shoes
- Astronomy Kit
- Bird Watching kit.

**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 6:35 pm to meet next Thursday, February 18<sup>th</sup> , 2021 at 5:30 pm, by Video Conference call.

**Jay Schell, Chair**

**Kimberley Ashworth, Secretary**