



**ELMVALE BIA MINUTES of the  
March 18, 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

**Regrets:**

, Ashley Bates, Director, Todd Hutchinson, Director

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**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 March 18<sup>th</sup>, 2021

**CARRIED.**

2. **APPROVAL OF THE MINUTES**

**RECOMMENDATION-BIA-22-2016**

**Moved by: Jay Schell**

**Seconded by: Sue Gilson**

THAT the minutes of February 18th, 2021 are approved as revised.

**CARRIED.**

3. **BUSINESS ARISING FROM THE MINUTES**

COVID rating in Simcoe – Red Zone

The Township street sweeper came through Elmvale and swept the roads clean! Thank you Township!

4. **DISCLOSURE OF PECUNIARY INTERES**

2019 Audit not yet complet

5. **DISCUSSION/COMMITTEES**

**5.1 Virtually Elmvale Initiative**

This initiative is all but ready to go. Kathrin and Brenda will reach out to businesses. This tool is only as good as its user. Brenda proposes a mail campaign and newspaper campaign to ensure that businesses are reached. A motion is made for a spend of \$250.00 to cover that off.

Unanimous vote by Directors.

**Motion Carried.**

**5.2 EDHS Bursary**

Discussion is presented on whether or not the Elmvale BIA will continue to provide a bursary and if the value will stay the same at \$500.00. The discussion turns to increasing. A motion is made to have two bursaries: \$500.00 & \$250.00, provided that this does not infringe upon bylaws. Brianna will follow up on that portion.

Unanimous vote by Directors.

**MOTION CARRIED**

Jay to be present at graduation to make the presentation.

**5.3 Sci Fi Fantasy Festival Update**

Currently still reviewing platforms to host this event, awaiting more information from Brenda; update should be available at next committee meeting.

**5.5 Updates from Council**

Brianna & George indicate that the Township will be reviewing BIA By-Laws and providing a members update.

Update on allowances/restrictions to outdoor patios being presented to Council. Note: Encroachments of patios to end by Nov 1<sup>st</sup>, 2021.

The AGCO has issued extensions to patios due to COVID, of course in adherence to lockdown restrictions.

Reminder that the Township website does have a business directory, and it is important to let businesses know they can add and update their business information there.

Brianna sending info to Kathrin and Kim regarding upcoming Webinars on “Ask the Expert” for the 2021 tax season.

**6. NEW BUSINESS**

N/A

7.

**Open Discussion/Question Period**

Jodie indicates continued interest in the newly acquired resources.

The Library partnering with the Food Bank beginning an initiative for Mother's Day, putting together \$35.00 gift bags. They would love to have donations for the bags!

Some programs pushed back to April due to March break reschedule – Storm Chasers April 13<sup>th</sup>, 2PM Live through zoom!

**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 15<sup>th</sup>, 2021 at 5:30 pm, by Video Conference call.

**Jay Schell, Chair**

**Kimberley Ashworth, Secretary**