



Minutes

Elmvale BIA Meeting

Thursday, June 15, 2023 – 5:30 p.m.

Springwater Library – Elmvale Branch

Present:

Crystal Graveson, Chair
Jay Schell
Sue Gilson
Brenda Stanley
Councillor Garwood
Brianna Belcourt, Staff Liaison

Also Present:

Jodie Delgado

Regrets:

Al Pontes
Todd Hutchinson

1. Call to Order

1.1. Open Meeting

Resolution

Moved by Schell
Seconded by Garwood

That this BIA meeting held on June 15, 2023 come to order at 5:33 PM.
Carried.

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on May 18, 2023

Resolution

Moved by Garwood
Seconded by Schell

That the Committee of Adjustment minutes dated May 18, 2023 be adopted as presented.
Carried.

3. Guest

3.1. Elmvale Minor Hockey Association – Historic Athlete Banners

Guest: Deborah Coughlin, Tournament Coordinator

Deborah provided an overview of some idea's that EMHA has come up with to "create energy in the Town" during tournaments. These ideas are intended to

try to capture tournament attendees and have them want to explore more of what Elmvale has to offer. Ideas discussed included but are not limited to:

- Raffles;
- Window Displays/Décor;
- Local Contributions Player Packs; and,
- Banners honoring local athletes.

The BIA agreed that EMHA should reach out to Larry Simpson of the Sports Heritage Committee.

4. New Business (For Discussion)

3.1. Music in the Park

Shane is in the process of getting all the talent organized. July 8th is already secured and will be the first week.

3.2. Business Visits

Chair Graveson and Councillor Garwood will be setting a day to start business visits with the goal to encourage more businesses to participate in the BIA meetings. Creating a handout (i.e. pamphlet /rack card) was discussed, which could be printed at G&S Computers.

3.3. Remembrance Day Banners

Staff Liaison Belcourt provided an overview of the program and presented the quote from Flags Unlimited for the banner cost this year, being \$2,635.16. The BIA agreed to continue the partnership with the Town. The banners are to be hung for the month of November on Elmvale's main street.

Councillor Garwood also asked about the BIA purchasing a wreath for Remembrance Day.

Resolution

Moved By: Schell

Seconded By: Gilson

That the Elmvale BIA agree to continue the Remembrance Day Banner partnership with the Township of Springwater; and,

That the Elmvale BIA approve a budget of up to \$1,317.58, to cover 50% of the purchase cost for the Banners.

Carried.

5 Appointment

5.1. Appointment of Secretary

The position of secretary remains vacant. The BIA further deferred appointment of the secretary to next month.

5 General Updates

5.1. New Businesses & Local Business Update

- Wingin' It scheduled to open soon.

5.2. Library Update

Jodie Delgado announced the following library updates:

- Drag Storytime was a success. 90 visits. Supporters outside but no protesters.
- Chalkin' the Block
- Gearing up for the summer reading program

5.3. Financial Update

No updates at this time. Member Gilson will touch base with Eric from the Township, as he has now returned.

5.4. Marketing Update

Member Stanley presented the marketing updates, as follows:

- Radio campaign started this week, with a general visit Elmvale message and in July the message will include Music in the Park.
- Father's Day contest is in under way with 123 entries received to date. The contest remains open until Saturday.
- Next the BIA will launch a Discover Elmvale contest in July.
- Website Traffic: 300 unique visits per day.

5.3. Springwater (Council & Staff) Update

Councillor Garwood shared updates, including:

- Drag Storytime; and,
- Farmers' Market.

Staff Liaison Belcourt shared updates, including:

- 2023 BizLink Luncheon.

7. Adjournment

7.1. Adjournment

Resolution

Moved by Stanley

Seconded by Hutchinson

That this Elmvale BIA meeting held on June 15, 2023 does now adjourn at 6:43 pm. The Board will meet next on July 20, 2023 at 5:30 pm, on Zoom.
Carried.

Vice Chair