



Minutes

Elmvale BIA Meeting

Thursday, March 16, 2023 – 5:30 p.m.
Zoom

Present:

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

Also Present:

Brenda Stanley
Jodie Delgado

Regrets: Todd Hutchinson
Al Pontes

1. Call to Order

1.1. Open Meeting

Resolution

Moved by Schell
Seconded by Garwood

That this BIA meeting held on March 16, 2023 come to order at 5:41pm.
Carried.

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on February 16, 2023

Resolution

Moved by Gilson
Seconded by Schell

That the Committee of Adjustment minutes dated February 16, 2023 be adopted as presented.
Carried.

3. Appointment

3.1 Board Member Qualification/Appointment

Resolution

Moved By: Garwood
Second By: Schell

That the Elmvale BIA hereby confirms Brenda Stanley qualifies as a member under By-law 2022-002 and appoints Brenda Stanley to the Board of Directors; and,

That the appointment be forwarded to Township Council for final approval.

Carried.

3.2. Appointment of Secretary

The position of secretary continues to be vacant.

Councillor Garwood suggested that we advertise in the next Springwater Link that the Board is seeking a secretary and also to further advertise the next BIA meeting.

Brenda suggested that we add an ad for the BIA Meeting or BIA happenings in the Springwater News, which could include items such as this. Also, can add to website and share on social platforms.

The BIA decided to approve an advertising budget to allow for an ad in the newspaper and paid advertising on social media for one month. Prior to deciding for future, the Board would like to have overview of budget at the April meeting.

Resolution

Moved by: Stanley

Seconded by: Schell

That the Elmvale BIA approve a budget of \$500.00 to run social media advertising and an ad in the Springwater News for one month.

Carried.

4 General Updates

4.1. New Businesses & Local Business Update

The Board provided an overview on businesses in the area, noting:

- Rumi's is shutdown for two weeks due to a family emergency;
- The sushi place is experiencing staffing issues; and,
- Ace Grill has closed down and a Wing It restaurant may be filling the vacancy.

4.2. Library Update

Jodie noted the following library updates:

- 1 day left of a very busy March Break;
- Vaccination Clinic next Thursday March 23 at the Elmvale Branch;

- The library is hosting a tax program that is available to low income households to assist them in completing their taxes for free;
- English as a second language program will be taking place Friday afternoons, beginning in 2 weeks; and,
- The Library is kicking off its annual Smile Campaign again. For the month of April, the Springwater Library is collecting items to make Gift Bags for Moms in partnership with the Elmvale Food Bank.

4.3. Springwater (Council & Staff) Update

Planner Belcourt noted that the new digital sign in Elmvale is now operational and that requests for information on the sign can be directed to the Township's Communication Officer. It was noted that a policy will be brought forward for Council's consideration in April. No private business ads are to be featured on the sign, the sign will rather highlight Council and Lions Club Meetings, along with important information and larger-scale community events. The BIA expressed their desire to have BIA meetings and events advertised on the sign as well.

Planner Belcourt provided an overview of the Sara Vista redevelopment project. Councillor Garwood further addressed process related to rates for existing occupants of the Sara Vista and the province requirements for awarding beds to individuals.

Blood Donor Clinic will take place in Elmvale at the Community Hall, April 8th at 9:30am.

Councillor Garwood also advised that the new Elmvale Community Recreation Association will meet next on March 23, 2023 at 7pm in the Springwater Room of the Arena.

Reminder, the Elmvale Maple Syrup Festival is April 29th.

4.4 Marketing Update

Stanley noted that Bell Media has a Radio Campaign offer of \$900/month for 45 x 30 second ads during prime time. Equates to approximately \$2,200 worth of advertisement. Topic forwarded to next month for consideration and discussion.

5. New Business (For Discussion)

5.1. Business Visits/Check-Ins

Direct mail out with a meet your new president which would go to the members through Canada Post the Thursday before the next meeting.

Complete visits after doing a mailout to the membership and the next meeting in April.

Resolution

Moved by: Stanley

Seconded by: Garwood

That the Elmvale BIA approve a budget of \$100.00 to complete a direct mailout to businesses.

Carried.

5.2. BIA Orientation/Overview by Township Clerk – April 2023

Councillor Garwood explained that often with new Boards the Clerks department will come to a meeting to highlight how they can assist and provide an overview of the applicable By-laws. The BIA Board agrees to extend the invite to the Clerk’s Department to attend the April 2023 for an oreintation.

5.3. Meeting Location, Dates & Time

Library meeting space can be utilized should the BIA look to move back to in-person meetings. Need to book in advance to ensure availability. Jodie will confirm availability for next meeting, April 20, 2023 at 6pm.

Let’s promote the meeting! To encourage increased attendance, advertise that we need help and to come meet the new board.

Consider canvassing the BIA membership to get their thoughts on date and time of meeting.

6. Adjournment

6.1. Adjournment

Resolution

Moved by Garwood

Seconded by Stanley

That this Elmvale BIA meeting held on March 16, 2023 does now adjourn at 6:50 pm. The Board will meet next on April 20, 2023 at 6:00 pm in-person at the Elmvale Library (subject to availability).

Carried.

Chair