

Present:

Crystal Graveson, Chair
Jay Schell, Vice Chair
Sue Gilson
Brenda Stanley
Councillor Garwood
Jodie Delgado, Library CEO
Brianna Belcourt, Staff Liaison

Also Present:

Jenn Allen, Elmvale Figure Skating Club
Kelly Walker-Prince, Elmvale Figure Skating Club

Regrets:

Al Pontes
Todd Hutchinson

1. Call to Order**1.1. Open Meeting****Resolution**

Moved by Schell
Seconded by Gilson

That this BIA meeting held on January 18, 2024 come to order at 5:41 PM.
Carried.

2. Previous Minutes**2.1. Minutes of the Elmvale BIA meeting held on October 19, 2023****Resolution**

Moved by Garwood
Seconded by Schell

That the Committee of Adjustment minutes dated November 23, 2023 be adopted as presented.
Carried.

3. Guest**3.1 Elmvale Figure Skating Club (President Jenn Allen)**

Jenn Allen & Kelly Walker-Prince of the Elmvale Figure Skating Club gave a presentation to the BIA Board about the Club and sponsorship opportunities. The purpose of seeking sponsorship is primarily to ensure fair access for all youth, so no

one is turned away due to financial hardships. A number of sponsorship packages were available and presented, which in turn would provide businesses or the BIA with advertising of their brand.

Discussion followed about having the BIA Chair present an Elmvale BIA Skater of the Year award at the carnival on March 2, 2024.

Resolution

Moved By: Schell

Seconded By: Garwood

That the BIA Board approve a \$625.00 sponsorship to the Elmvale Figure Skating Club for the 2024 year.

Carried.

4. New Business (For Discussion)

4.1 Springwater Farmers' Market – Elmvale presented by the Elmvale BIA

An update on the Farmers' Market preparations since last meeting was shared:

- Councillor Garwood confirmed that the motion regarding use of the Township's Community Hall Parking lot for bike night and the Farmers' Market was approved by Council, unanimously.
- Press release was issued noting the BIA will be hosting the Market this season, and shared on the front page of the Springwater News.
- Councillor Garwood has met with George College about the hiring a coop student to facilitate the Market planning and organization.

CEO Delgado confirmed that the Library would like to continue participation in the Market.

Next month the Board will look to confirm vendor fees, and subsequently proceeding with the call for vendors.

5 Appointment

5.1 Appointment of Secretary

Discussion deferred to a future meeting.

6 General Updates

6.1 New Businesses & Local Business Update

- Langman Designs opened on Queen Street West, in Advantage Home building.

- 74 Younge Street West continues to be under construction and signage indicates there may be a Pet Valu in one of the units.

6.2. Library Update

CAO Delgado provided an update on the Springwater Library, noting in summary:

- A new program guide is available;
- 100,000 + items were checked out in 2023; and,
- In the process of initiating the development of a new Strategic Plan.

Additionally, CAO Delgado noted that the Library, and ultimately the BIA, would benefit from the purchase of an OWL speaker to enhance virtual/hybrid meeting formats. CAO Delgado will bring back information on the purchase of an OWL and see if the BIA Board would be willing to contribute in part.

6.3 Financial Update

No update was provided. Requested through Staff Liaison Belcourt a copy of the approved 2024 budget, with year-to-date expenses.

6.4 Marketing Update

Member Stanley provided an update on the BIAs marketing efforts highlighting that the BIA continues to post regularly on social meeting, and as a result the social reach of the accounts are growing.

Resolution

Moved By: Garwood

Seconded By: Schell

That the Elmvale BIA approve a social media advertising budget in the amount of \$200, being \$100 a month for February and March 2024.

Carried.

Member Stanley also sought confirmation from the Board about continuing the Snowman Contest this year. The Board agreed and discussed prizing.

Resolution

Moved By: Stanley

Seconded By: Schell

That the Elmvale BIA approve to continue the Snowman Contest in 2024, and approve the purchase of \$225.00 of gift cards from multiple local businesses for prizes (being \$100 for 1st, \$75 for 2nd and \$50 for 3rd).

Carried.

Member Stanley also presented the idea of purchasing generic BIA branded banners for the main street to be installed in the “in-between seasons” when flowers or other banners are not present. Banners cost roughly \$175 - \$200 a piece. The BIA Board entertained the idea but ultimately decided to hold off for now.

6.5 Springwater (Council & Staff) Update

Councillor Garwood and Staff Liaison Belcourt collaboratively provided updates on the following:

- Tourism Simcoe County’s Funding Program; and,
- Elmvale Flower Baskets.

7. Adjournment

7.1. Adjournment

Resolution

Moved by Stanley

Seconded by Gilson

That this Elmvale BIA meeting held on January 18, 2024 does now adjourn at 6:51 PM. The Board will meet next on February 15, 2024 at 5:30 PM, in-person at the Springwater Library – Elmvale Branch.

Carried.

Chair