



Minutes

Elmvale BIA Meeting

Thursday, May 18, 2023 – 5:30 p.m.
Zoom

Present:

Jay Schell
Sue Gilson
Brenda Stanley
Todd Hutchinson
Councillor Garwood
Brianna Belcourt, Staff Liaison

Also Present:

Jodie Delgado
Erin Moriarty

Regrets:

Crystal Graveson
Al Pontes

1. Call to Order

1.1. Open Meeting

Resolution

Moved by Hutchinson
Seconded by Gilson

That this BIA meeting held on April 20, 2023 come to order at 5:44 PM.
Carried.

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on April 20, 2023

Resolution

Moved by Stanley
Seconded by Hutchinson

That the Committee of Adjustment minutes dated April 20, 2023 be adopted as presented.
Carried.

3. New Business (For Discussion)

3.1. Mother's Day Campaign Debrief

The BIA held a Mother's Day contest where individuals on social media submitted reasons why their mom deserved flowers. There was a total of 63 submissions, each heartfelt. The winner a submission by Alyssa Martin about her stepmother Tammy Martin.

3.2. Radio Campaign for 2023

Member Stanley presented a new matching campaign from Bell Media, still with no word back from Kool FM and Fresh Radio. Two options were presented to the BIA which are as follows:

Option 1 is a match campaign with businesses within Elmvale wanting to participate. This option is a 14-week campaign with 20-24 spots run per week. The BIA will match \$500.00 per business, matching up to \$1000.00.

Option 2 would consist only of BIA advertisements, such as promotion of contests, the Springwater Farmers' Market – Elmvale, Music in the Park, local businesses, etc. The cost for this option is \$5,250.00 for a 3-month duration, with 15 – 20 advertisements running per week. This rate is 29% off and consists of 30 second commercials that do not have to be the same.

Resolution

Moved By: Stanley

Seconded By: Schell

That the BIA participate in the Bell Media Advertising Campaign (Option 2) and approve a budget of \$5,250.00 + tax to cover the campaign.

Carried.

3.3. Music in the Park

Member Schell suggested the BIA proceed with the Music in the Park event, running every Saturday from July 8th through until August 26th. He also recommends the BIA have Shane organize again, same as last year.

An idea was brought forth by Staff Liaison Belcourt for a poster listing the artist for each week, if known in advance. To be discussed further at a later meeting date.

Resolution

Moved by: Schell

Seconded by: Garwood

That the Elmvale BIA proceed with Music in the Park;

That the Elmvale BIA approve \$2,400.00 (\$300.00 for artist per week) and up to \$500.00 for the season to cover the administrative booking cost; and,

That the Elmvale BIA approve a budget of \$300 for social media paid advertisements related to Music in the Park (June to August - \$100.00 per month).

Carried.

3.4. Business Visits

With the weather warming up, it was recommended that the idea for business visits be revisited at the next meeting to set a date.

3.5. EDHS Bursary Request

Member Schell brought forth a request from the EDHS for a bursary which the BIA has contributed for a number of years. The amount of the bursary request is \$500.00.

Resolution

Moved by Schell

Seconded by Stanley

That the Elmvale BIA approve \$500.00 for the bursary request.

Carried.

3.6. Coupon/Passport Campaign

The BIA had a brief discussion regarding the coupon/passport campaign. It was decided further discussion be deferred to the fall and reconsidered for Christmas.

4 Appointment

4.2. Appointment of Secretary

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

5 General Updates

5.1. New Businesses & Local Business Update

Wingin' It is coming to Elmvale, but with no known opening date as of yet.

5.2. Library Update

Jodie Delgado announced the following library updates:

- Won a National award from TD Summer Reading Club and \$8,000.00 for children's programs.
- Friends Group Membership Drive
- Raised \$1000.00 at the Maple Syrup Festival
- Drag Storytime – Friday June 2

5.3. Financial Update

There has been no word back from Eric. Staff Liaison Belcourt shared he is out on leave. In the interim Anita Verstraten can be contacted.

5.4. Marketing Update

The marketing updates are as follows:

- Currently reaching out to our local businesses to see if they are doing any summer events which the BIA can support/share;
- A contest will be taking place through the month of June for Father's Day. The prize will consist of a gift donated by G&S; and
- There will be an upcoming Experience write in contest with gifts from the Country Dinner and Steelers as the prize.

5.3. Springwater (Council & Staff) Update

Councillor Garwood shared updates, including:

- The installment of the Rainbow Crosswalk in downtown Elmvale that came from a partnership between EDHS and Springwater;
- A Digital Sign Policy came forward the evening of May 17th, but was deferred by Council to allow further discussions with the Lion's Club to ensure they have their say; and
- The Elmvale CRA is looking at organizing events and fundraising initiatives in Elmvale throughout the summer, including a Canada Day event. Further information to come in June.

Staff Liaison Belcourt shared updates, including:

- The introduction of Erin Moriarty, the new Economic Development Assistant, who will be assisting with the Farmers' Market;
- General updates for the Springwater Farmers' Market – Elmvale, including current vendor numbers and idea planning for the hard launch;
- "Shop Local" advertisements were showcased on the digital sign throughout the weekend of the Elmvale Maple Syrup Festival; and
- An acknowledgement to the Remembrance Day banners and the potential for another partnership between the BIA and Township for purchase. Further discussion to come in June when a quote is received.

7. Adjournment

7.1. Adjournment

Resolution

Moved by Stanley

Seconded by Hutchinson

That this Elmvale BIA meeting held on May 18, 2023 does now adjourn at 6:17pm. The Board will meet next on June 15, 2023 at 5:30 pm, at the Library.

Carried.

Vice Chair