

**Present:**

Crystal Graveson, Chair  
Jay Schell, Vice Chair  
Sue Gilson  
Councillor Garwood

**Also Present:**

Dr. Robert Gabor  
Donna Kenwell  
Lynn Patkau

**Regrets:**

Al Pontes  
Todd Hutchinson  
Jodie Delgado, Library CEO  
Brianna Belcourt, Staff Liaison

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

Moved by  
Seconded by

That this BIA meeting held on March 21, 2024 come to order at 5:34PM.

**Carried.**

**2. Previous Minutes****2.1. Minutes of the Elmvale BIA meeting held on March 21, 2024****Resolution**

Moved by Gilson  
Seconded by Schell

That the Committee of Adjustment minutes dated March 21, 2024 be adopted as presented.

**Carried.**

**3. New Business (For Discussion)****3.1 Springwater Farmers' Market – Elmvale presented by the Elmvale BIA**

2024 Springwater Farmers Market – Elmvale vendor application has been launched. Farmers' Market insurance and 2024 membership purchased. All vendors from 2023 have been communicated with.

## 4 Appointment

### 4.1. Appointment of Secretary

Discussion deferred to a future meeting.

## 5 General Updates

### 5.1. New Businesses & Local Business Update

- Scuba Diving storefront in Elmvale

### 5.2. Library Update

- March break had a great turnout and new online registration tool is great
- Smile Campaign for the Food Bank is ongoing
- Volunteer Income tax program is being offered now for those who meet the income requirements

### 5.3 Financial Update

- No update at this time

### 5.4 Marketing Update

- Reminder of the BIA Business Directory on the BIA website
- Snowman Contest completed – 6 entries total
- Currently running ads for local events including the 2024 Market, Blood Drive in April, Maple Syrup Festival
- 225 unique visits to our website per day
- Mother Day/Fathers Day contests coming soon
- Music in the Park discussion starting soon
- Brenda to present at the next BIA meeting a billboard, radio and tv proposal for the boards review

## Resolution

Moved by Gilson

Seconded by Schell

That the Elmvale BIA allocate \$300 for online social media promotion for April, May, and June of 2024.

**Carried.**

## Springwater (Council & Staff) Update

- Councillor Garwood will be setting up one on one business visits with Brenda, Crystal and anyone else interested in participating
- Reminder of upcoming Town Hall March 27 from 7-9pm at the Township of Springwater Administration Building
- Reminder of the ongoing Hanging Basket initiative on Queen St in Elmvale
- 2024 Springwater Farmers' Market – Elmvale update was provided earlier in the meeting

**6. Adjournment**

**6.1. Adjournment**

**Resolution**

Moved by Gilson

Seconded by Schell

That this Elmvale BIA meeting held on March 21, 2024 does now adjourn at 6:55 PM. The Board will meet next on April 18, 2024 at 5:30 PM, in-person at the Springwater Library – Elmvale Branch.

**Carried.**

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Chair