



Minutes

Elmvale BIA Meeting

Thursday, February 22, 2024 – 4:30 p.m.

Springwater Library – Elmvale Branch

Present:

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

Also Present:

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 February 22, 2024 come to order at 4:39 PM.

Carried.

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on January 15, 2024

Resolution

Moved by Garwood
Seconded by Schell

That the Committee of Adjustment minutes dated January 15, 2024 be adopted as presented.

Carried.

3. New Business (For Discussion)

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

The Board reviewed the plans for the Springwater Farmers' Market – Elmvale and confirmed the Market will occur June 13 – Aug 29, Thursday Evenings from 5pm – 8pm.

The following fees were agreed to:

- \$25.00 Admin Fee
- \$25.00 per Week Vendor Fee (Weekly)
- \$20.00 per Week Vendor Fee (Annual)
- \$10.00 per Week Tent Rental (based on availability)

Table rentals are no longer available. Discussion around closure of the parking lot occurred.

A call to vendors and the application form is anticipated to be issued mid-March.

The search for a student to aid in the Farmers' Market is ongoing.

Resolution

Moved By: Garwood

Seconded By: Schell

That the Elmvale BIA approve the purchase of signage for the closure of the parking lot, to a maximum expense of \$150.00.

Carried.

Resolution

Moved By: Schell

Seconded By: Gilson

That the Elmvale BIA approve the vendor application package and fee structure, as presented; and,

That the Elmvale BIA include vendor information in the next monthly Springwater News Ad and post on the BIA website.

Carried.

Resolution

Moved By: Schell

Seconded By: Graveson

That the Elmvale BIA approve a budget of \$1200.00 for Farmers' Market Ontario membership and insurance.

Carried.

3.2. My Main Street Community Activator Program

The funding opportunity was shared with the Board.

3.3. Donation Request: Elmvale District High School Commencement

Resolution

Moved By: Garwood

Seconded By: Schell

That the Elmvale BIA approve sponsorship of the Elmvale District High School Commencement Bursary program in the amount of \$500.00 once again in 2024.

Carried.

4 Appointment

4.1. Appointment of Secretary

Discussion deferred to a future meeting.

6 General Updates

6.1. New Businesses & Local Business Update

- New name for Shiny Bud; and,
- Elm Desi (business) is for sale.

6.2. Library Update

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

- Strategic Plan is underway and the Library is actively seeking community input;
- Gearing up for March Break activities; and,
- New online registration to launch February 26.

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

Year-to-date expense documents attached to Agenda were provided.

6.4 Marketing Update

Member Stanley provided a written update on the BIAs marketing efforts which were read at the meeting.

The Board also discussed opportunity to advertise in the Picture This flyer/map.

Resolution

Moved By: Garwood

Seconded By: Schell

That the Elmvale BIA approve a \$375 advertisement in the Picture This map/flyer.
Carried.

6.5 Springwater (Council & Staff) Update

Councillor Garwood provided a brief Council update.

7. Adjournment

7.1. Adjournment

Resolution

Moved by Garwood

Seconded by Gilson

That this Elmvale BIA meeting held on February 22, 2024 does now adjourn at 5:42 PM. The Board will meet next on March 21, 2024 at 5:30 PM, in-person at the Springwater Library – Elmvale Branch.

Carried.

Chair