



# Minutes

## Elmvale BIA Meeting

Thursday, November 23, 2023 – 5:30 p.m.

Springwater Library – Elmvale Branch

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### **Present:**

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

### **Also Present:**

Lucinda, Addae Cares  
Briana Dean, Manager of Recreation, Parks & Facilities

### **Regrets:**

Al Pontes  
Jodie Delgado  
Todd Hutchinson

## **1. Call to Order**

### **1.1. Open Meeting**

#### **Resolution**

Moved by Garwood  
Seconded by Gilson

That this BIA meeting held on November 23, 2023 come to order at 5:37 PM.  
**Carried.**

## **2. Previous Minutes**

### **2.1. Minutes of the Elmvale BIA meeting held on October 19, 2023**

#### **Resolution**

Moved by Schell  
Seconded by Garwood

That the Committee of Adjustment minutes dated October 19, 2023 be adopted as presented.  
**Carried.**

## **3. New Business (For Discussion)**

### **3.1 Downtown Elmvale Flower Baskets**

Manager Dean of the Township of Springwater attended the meeting to discuss hanging flower basket program previously run by EDGE on the main street of Elmvale.

The BIA noted that it is their preference to see all flower baskets but would be willing to assist with cost of banners if Council decided to do a Banner/Flower Combination program for this year. Further, the BIA agreed to support the program in-kind (i.e. help find sponsors, marketing, etc.).

**Resolution**

Moved By: Schell

Seconded By: Garwood

That the BIA Board contribute 50% of the cost, to a maximum of \$500.00 for Summer Banners to complement flowers, should Council choose to go with a Banner/Flower Combination Program in 2024.

**Carried.**

**3.2. Elmvale Minor Hockey Association Cornhole Tournament**

The Chair provided an overview of the request for sponsorship from Elmvale Minor Hockey in support of their Cornhole Tournament. It was noted that the tournament will occur May 4, 2024 and is now officially sold out.

**Resolution**

Moved By: Schell

Seconded By: Gilson

That the BIA Board agrees to donate \$200.00 towards the 2024 Cornhole Tournament.

**Carried.**

**3.3. Elmvale Bears Sledge Hockey**

President of Elmvale Bears has reached out to the BIA Chair related to their move to Midland. It was explained that the cost of ice time was what drove the move.

Manager Dean and Councillor Garwood explained that a large discussion was had at Council about rates. For ice rentals, the rate of return is approximately 20%, taxpayers supplement the remaining 80% of the fee. Further, the Elmvale Arena has limited time availability, and it is understood that this was an added factor in the Bears making the move to Midland.

Both the Township and BIA were in agreeance that we would like to have the Bears return to their home in Elmvale for future years.

**3.4. 2024 Summer Events**

The Board discussed the Farmers' Market and their disappointment in Council's decision not to carry it forward in 2024. It was also noted that the BIA would like to continue their Bike Night on Thursday's.

The idea of creating an "evening in the village" experience combining the bike night and farmers' market run by the BIA was explored in detail.

Councillor Garwood reminded the Board that the BIA has approximately \$24,000 in reserves. As volunteers are hard to come by given past experience, it was noted that a co-op student may be of benefit but would come with a financial commitment of \$7,500, at minimum.

### **Resolution**

Moved by: Garwood

Seconded by: Gilson

That the BIA Board would facilitate the operation of the 2024 Springwater Farmers Market – Elmvale; and,

That the 2024 Market presented by the Elmvale BIA operate on Thursday evening from 5pm – 8pm, running from mid-June to last week of August, in the Elmvale Community Hall Parking Lot; and,

That the BIA Board pursue hiring a co-op student to aid in running the Farmers' Market; and,

That the BIA utilize \$7,500.00 from the BIA reserve for the Farmers' Market; and,

That the BIA issue communication on the initiative.

**Carried.**

### **3.5. Upcoming Holiday Events in Springwater**

- [2023 Holiday Event Schedule](#)

The 2023 Holiday Event Schedule on the Township's website was shared with the Board. Councillor Garwood noted that the Elmvale Tree Lighting is looking for volunteers if on December 1<sup>st</sup> anyone is free and willing to assist.

### **3.5. 2024 Meeting Schedule**

The Board agreed to continue to meet regularly on the third Thursday of the month at 5:30 pm, in-person at the Springwater Library – Elmvale Branch in 2024. With the exception of August and December when no regular scheduled meeting will be held.

### **Recommendation**

Moved by: Garwood

Seconded by: Schell

That the Elmvale BIA be scheduled to meet on the following dates:

- January 18, 2024
- February 15, 2024
- March 21, 2024
- April 18, 2024
- May 16, 2024
- June 20, 2024
- July 18, 2024
- September 19, 2024
- October 17, 2024
- November 21, 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**

- Addae Cares – now open and taking on clients.
- Construction of the 74 Yonge Street South Commercial Plaza continues.

##### **6.2. Library Update**

Discussion deferred to the next meeting.

##### **6.3 Financial Update**

Councillor Garwood noted that he presented the BIA 2024 Budget to Council.

##### **6.4 Marketing Update**

###### **Resolution**

Moved By: Gilson

Seconded By: Schell

That the Elmvale BIA approve a social media advertising budget in the amount of \$100 for January 2024.

**Carried.**

##### **6.5 Springwater (Council & Staff) Update**

Councillor Garwood provided an update on the Township's budget.

**7. Adjournment**

**7.1. Adjournment**

**Resolution**

Moved by Gilson

Seconded by Schell

That this Elmvale BIA meeting held on November 23, 2023 does now adjourn at 6:54 PM. The Board will meet next on January 18, 2024 at 5:30 PM, in-person at the Springwater Library – Elmvale Branch.

**Carried.**

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Chair