



Minutes

Elmvale BIA Meeting

Thursday, April 25, 2024 – 5:30 p.m.

Virtual Zoom Meeting

Present:

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

Also Present:

Lisa Fawcett, Bell Media

Regrets:

Al Pontes
Todd Hutchinson

1. Call to Order

1.1. Open Meeting

Resolution

Moved by Garwood
Seconded by Schell

That this BIA meeting held on April 25, 2024 come to order at 5:38PM.

Carried.

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on March 21, 2024

Resolution

Moved by Schell
Seconded by Garwood

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

The first Farmer's Market is quickly approaching.

Councillor Garwood has reached out to all of last years vendors and continues to reach out to new producers. Responses are slowly trickling in, but they are coming. On track to have a similarly sized market as in the past. It is key to manage expectations during this transition and hopefully as things progress can expand our profile.

Signage for the parking lot has been ordered and will be picked up in the near future.

Will continue advertising leading up to the summer. Strong social media and online digital push with Farmers Market advertising.

In November funds were allocated to have a person support the Market throughout the summer. The budget is set but we did not dive into the specifics. At this time, it is crucial to finalize a job description for this position and post it, building off the previous postings the Township completed when looking for a Market Manager. Looking to do an internal posting to students and if not successful go to broader posting to the public.

The Vendor Application info is on the digital billboard now and the Market will be advertised throughout the summer.

Flyers hanging in the businesses were great last year. Ask Erin to send last years so the BIA can revamp for this year. Print at G&S.

Summer meetings would conflict with the Farmers' Market as such the BIA discussed rescheduling the June, July and August meeting dates. Revised meeting dates to be advertised in Springwater News.

Resolution

Moved by Garwood

Seconded by Schell

That the Elmvale BIA initiate recruitment for an individual (student or other) that can run the Farmers' Market, following the direction approved by resolution on November 23, 2023;

That a job posting be finalized and posted for the position;

That the position be a commitment of up to 24 hours per week, for 14 weeks; and,

That the successful candidate report to the Chair.

Carried.

Resolution

Moved by Schell

Seconded by Gilson

That the Elmvale BIA meetings for the summer be rescheduled due to conflict with the Farmers' Market on Thursday evenings, as follows:

- Tuesday June 18th
- Wednesday July 17th
- Wednesday August 21st

That the Elmvale BIA meetings for June – August take place at the Springwater Library – Elmvale Branch.

Carried.

Resolution

Moved by Stanley

Seconded by Gilson

That the Elmvale BIA submit a larger advertisement in the Springwater News for the last two editions leading up to the June 13th Farmers' Market start; and,

That the Elmvale BIA allocate a maximum budget of \$600.00 in total for the advertisements.

Carried.

Resolution

Moved by Stanley

Seconded by Garwood

That the Elmvale BIA spend up to \$50 on printing the flyers for the Farmers' Market.

Carried.

3.2 Bike Night

Starts next Thursday (weather dependent), May 2 at 6pm.

3.3 Bell Media Presentation

Lisa Fawcett of Bell Media provided an overview of their offerings to the BIA for radio and tv campaigns:

Option 1 – BIA Commercials Only (Radio)

\$4,800.00 just a campaign for the BIA only.

Option 2 - Partnership Program (Radio)

\$400/business and BIA matches \$400. For 10 Businesses the total cost to the BIA would be \$4,000.00. Done in the past around Christmas time. Starts June 17.

Option 3 – TV Campaign

15 second commercials on the 6pm news (where you want to be). Can use that 15 second commercial down the road in the digital landscape, save the production fees. June 17 – September 1. 33 spots. 3 per week. Can bonus – no exact number as it depends on availability. \$234 per spot.

Option 4 – Digital Campaign

Recommends doing a digital component, with radio. About impressions. Can do multiple creatives, and there is 100s of digital products. Shared an HTML Ad option. Straight display is \$3000.

The Board will discuss in detail in May.

3.4 Business Visits

To take place on May 16, 2024.

Hand out Farmers' Market flyers during the visits.

4 Appointment

4.1. Appointment of Secretary

Discussion deferred to a future meeting.

5 General Updates

5.1. New Businesses & Local Business Update

The group shared the following business updates:

- Renovations have occurred at the former Village Shoppe. A photography studio is planned to open on the main floor. Looking for tenants.
- Pet Value is set to open in the new plaza on Yonge Street South.
- 9 Queen Street West renovations underway.

5.2. Library Update

Jodie provided numerous updates on the library including the following:

- 852 responses to the Library Strat Plan survey;
- Friends of the Library hosting used book fair at the Elmvale Maple Syrup Festival;
- Button Campaign for \$5, with money going towards the Community Hub and new Library in Midhurst;
- Seed Library program, started last year and it has been very successful;
- Regular Storytime with the Barrie Native Friendship Centre at the Midhurst Branch;
- Smile Campaign donations have been wrapped up and everything has been given to the Food Bank to be distributed; and,
- In May the Masters of Garden are coming in.

5.3 Financial Update

- No additional updates at this time.

- Requested to reach out to Eric to provide an update at the end of each month.

5.4 Marketing Update

- Brenda provided an marketing update through earlier discussions.

5.5 Springwater (Council & Staff) Update

- Councillor Garwood provided update on physician recruitment efforts;
- Skilled Trade Expo at the Elmvale Arena on May 15th, 2024; and,
- The County of Simcoe EDO would like to circuit BIAs on their regular updates.

6. Adjournment

6.1. Adjournment

Resolution

Moved by Gilson

Seconded by Schell

That this Elmvale BIA meeting held on April 25, 2024 does now adjourn at 7:13 PM. The Board will meet next on May 16, 2024 at 5:30 PM, in-person at the Springwater Library – Elmvale Branch.

Carried.

Chair