



Minutes

Elmvale BIA Meeting

April 17, 2025 – 5:30 p.m.

Springwater Library – Elmvale Branch

Present:

Councillor Matt Garwood

Crystal Gravenson – President

Jason Schell – Vice President

Sue Gilson – Treasurer

Brenda Stanley - Member -

Sonya Hayes – Secretary

Oliver Ward – Township Liaison

Tina Breen

Adam Thompson

Shelly Columbus

Jody Player-Delgado

Sheri Maynard

Nancy Lapensee

Chantel Gray

Chantel Shervill

Casey Kinsey

1. Call to Order

1.1. Open Meeting

Resolution

Moved by Jason Schell

Seconded by Sue Gilson

That this BIA meeting held on April 17th, 2025, come to order at 5:39PM.

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on March 20, 2025

Resolution

Moved by Sue

Seconded by Jason

That the Elmvale BIA minutes dated March 20th, 2025, be adopted as presented.

3. New Business (For Discussion)

3.1 YMCA Employment Services Presentation

- First presentation to the Elmvale BIA
- Presenting ideas on how to support employers and placing employees in the community
- Programs including: Job Search Support, Skill Training and Workshops, Career Counselling, Placement Programs (supplemental wage supports - employer incentive), Retention Support
- Making programs easily accessible for Employers and Employees
- Benefits for Employers in Rural Communities: Access to a broader talent pool, skilled and job-ready candidates...Creating positive financial impacts on the community
- Supportive and comprehensive programs designed to work with employers such as employer specific job fairs...simplified access to funding
- Build stronger communities and economic growth in small rural communities
- Funded by Federal and Provincial funding

3.2 2025 Springwater Farmers Market

- Branding moving forward, new design almost finalized
- Dates June 12th - September 18th
- Thursday Evenings 3pm-7pm
- Moving Music in the Park to Thursday evening 4:30-6:30
- Name change - Elmvale Farmers Market presented by the BIA
- Goal is 15 booths and keeping traditional layout of the booths
- Planters on wheels and lemonade stand will be made by EDHS and teacher Blair Lesage - process started
- Matt worked on vendor packages and marketing packages
- Budget/Investments Tents - 2K, Branding - \$500, Signage - \$2,500, Staffing -\$1500, Marketing - 1.5k, Misc. \$500, Framers Market Ontario Insurance - 1K for a total of \$9500 -> Goal - trying to replenish and recoup some monies from vendors - ongoing...

3.3 BIA Levy Discussion 2026 - Ongoing

- Discussions concerning funding amounts (business contributions)
- Finance department discussions regarding “like” communities - how the levies are collected - buildings are being levied by the building, not the amount or number of businesses in the building. Ex. Pet Valu and all other businesses in that plaza pay the same amount as an individual building.
- Options: Increase the Levy - (Levy hasn’t been raised in over a decade), paying by sq ft price, or each business flat rate, increase the catchment area,
- Ongoing – Councillor Garwood to discuss with the Clerks team at the Township

4. New Businesses and Local Business Update

4.1 New Business

- New Businesses
- How to welcome businesses to the Elmvale BIA
- 2025 Business Canvas - Date May 8th, 2025 2:00pm - 5:00pm. Meeting at the Community Hall parking lot.
- Available space for lease in Elmvale? Farm 2 Table looking at possible rental spaces.

Other –

Resolution:

That the Elmvale BIA recommends Township staff or Councillor Garwood investigate the cost of creating a mural on the side of the Elmvale Community Hall (33 Queen Street, Elmvale) and report back at the May Elmvale BIA meeting. Furthermore, should the project proceed, a design competition be organized to select the mural artwork.

Moved by Brenda

Seconded by Sue

Carried

4.2 Library Update (Jodie)

- Book sale during maple syrup festival 10:00am-3:30pm
- Volunteer income tax program continues until the end of April
- Library closed Monday May 12th for staff training
- Strategic plan - new library app available

4.3 Financial Update

- Eric to add additional accounts - Farmers’ Market and Night Market

- \$9125 left from the first half of the year
- Spent to date \$1405.00 – as of May 31

4.4 Marketing Update (Brenda)

- Looking at ways to market Elmvale as a destination - billboards at all entrances into Elmvale to promote information (\$4500-\$5000 costs), radio campaign partnerships with local businesses and local stations (Bell Media vs Corus) 12 weeks to promote Elmvale summer events.
- Digital video of Elmvale - funding considerations to be determined

Resolution: That the Elmvale BIA will proceed with the Bell Media Summer 2025 Marketing campaign at a total cost of \$5000.00.

Moved by Councillor Garwood

Seconded by Brenda

Carried

Resolution:

That the Elmvale BIA approve funding to produce a promotional video titled “Elmvale: Sweet by Nature”, with a total project budget of \$5,000 to be allocated across the 2025 and 2026 fiscal years. In addition, the BIA will request \$1,500 in support from the Ward 1 Councillor’s discretionary fund and will engage with both the Elmvale Maple Syrup Festival and the Elmvale Fall Fair to explore potential partnership or funding opportunities.

Moved by Jason Schell

Seconded by Crystal Graveson

Carried

4.5 Springwater (Council and Staff) Update - Add to next agenda

- Springwater Swing Golf Tournament – sponsorship of hole?
- Elmvale BIA Reserve Discussion – delegation?

5. Adjournment

5.1. Adjournment

Resolution:

Moved by Councillor Garwood

Seconded by Crystal Graveson

That this Elmvale BIA meeting held on April 17th, 2025, does now adjourn at 7:45pm. The Board will meet next on May 15th, in-person at 5:30pm at the Springwater Library – Elmvale Branch.

Carried.