



Minutes

Elmvale BIA Meeting

July 16th, 2026 – 5:30 p.m.

Elmvale Public Library

Elmvale, ON

Present:

Matt Garwood - Councillor

Krystal Graveson - President

Brenda Stanley - Member

Sonya Hayes – Secretary

Tina Breen - Member

Kristina Kretz

Shelly Columbus

Adam Thompson

Debbie Goldrick

Bethany Laurin

Tracey McCutcheon

Deborah Stapiak

Tara Cooper

Karen Jakobos

Tracy Martell

Kloe Plestid

Chelsea Chocolates

1. Call to Order

Be advised that this Elmvale BIA Board meeting will be held on July 16th, 2026, at 5:30 pm in person at Springwater Public Library, Elmvale

1.1. Open Meeting

Resolution: That this BIA meeting held on July 16th, come to order at 5:41 PM.

Moved by: Matt

Seconded by: Sonya

Carried

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on June 18th, 2026

Resolution: That the Elmvale BIA minutes dated June 18th, 2026, be adopted as presented.

Moved by: Sonya

Seconded by: Tina

Carried

3. For Discussion

3.1 Farmer's Market - Update

- Had some challenging weather conditions over the last few weeks
- Sheri has been collecting all the payments and there are still some outstanding payments from Vendors

3.2 Christmas Night Market

- Well on our way
- Expanding to include the parkette and adding additional vendors
- Possibly bringing in more vendors and musicians
- 67 Vendor spaces available - could be up to 70
- Expanding artisan way
- 35 vendors confirmed and paid - accepting vendor by the 24th of July
- passports will be happening again
- BIA businesses with products can get a table for free in the community hall

- local businesses outside of the BIA can put their information into the passports with a \$50.00 donation
- looking for business donations which will contribute to the cash donations to the local foodbank
- Discussion around BIA levies and how the money is allocated; As a board we will go through the allocation of the monies collected from the business for the 2027 budget.

Resolution: Be it resolved that the BIA contribute \$3000 dollars for Operational Costs and DownTown Market Decor.

Moved by: Brenda

Seconded by: Matt

Carried

3.4 Items From the Floor

- Lengthy

4. General Updates

4.1 New Business and Local Business Update

- Lightkeeper Studio - Located in Reiki Studio on Queen Street - infra-red therapy. Studio will be slated to open October 15, 2026

4.2 Library Update (Jodie)

- As of today 509 children signed up to the summer reading program - on track to have more than last year - Theme is "Dive-in". End of trip will be at the Toronto Zoo
- Board and community applications opened for the township - looking for new board members. Information can be found on the library website
- Springwater Library is going to host "Georgian Bay Reads" this year. Date: Saturday October 24th at Community Hall.

4.3 Financial Update (Matt)

- \$8800.00 in coffers

4.4 Marketing Update (Brenda and Kristina)

- Kuodos to Kristina for the videos she is producing for the local businesses - positive response
- Discussions on how to get the businesses to self advocate to be promoted on the BIA social media sites
- Discussions around creating business cards with the BIA info on to be able to hand out to all businesses. Brenda will look into the costs associated.
- 28,000 views on Instagram in the past month - reels are generally getting around 15,000 combined views on Instagram and FaceBook

- Digital Video - looking to get the video out to the public - spread through local groups and organizations.
- Working on a Google Business Profile for the BIA
- Reached out to the local TV stations to have parts of the video presented
- Digital advertising - County of Simcoe, Farmers Market...share, share, share

4.5 Springwater (Council & Staff) Update - Brianna Belcourt (Economic Development)

- No update

5. Adjournment

5.1. Adjournment

Resolution: That the Elmvale BIA meeting held on July 16th, 2026, does now adjourn at 6:55 pm. The Board will meet next on September 17th in-person at 5:30 pm, at the Elmvale Public Library.

Moved by: Tina

Seconded by: Sonya

Carried.