



## Minutes

### Elmvale BIA Meeting

June 17, 2025 – 5:30 p.m.  
Springwater Room

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#### **Present:**

Councillor Matt Garwood

Crystal Graveson - President

Jason Schell – Vice President

Sue Gilson – Treasurer

Brenda Stanley - Member

Sonya Hayes – Secretary

Oliver Ward – Township Liaison

Shelly Columbus

Sheri Maynard

Tracy McCutcheon

Adam Thompson

**Absent:** N/A

#### **1. Call to Order**

##### **1.1. Open Meeting**

##### **Resolution**

Moved by Matt Garwood

Seconded by Sue Gilson

That this BIA meeting held on June 17th, 2025, come to order at 5:38 PM.

#### **2. Previous Minutes**

##### **2.1. Minutes of the Elmvale BIA meeting held on May 15th, 2025**

## **Resolution**

Moved by Sue

Seconded by Matt

That the Elmvale BIA minutes dated May 15th, 2025, be adopted as presented.

## **3. For Discussion**

### **3.1 2025 Elmvale Farmers' Market, Presented by the Elmvale BIA**

- An amazing start to the season!
- Great reviews from Valley Farms - Most successful opening day ever
- Friends of the Library had the most traffic yet
- Matt contacted all vendors and received great feedback
- Vendors continue to reach out to see if they can still receive booths
- Indian food vendor committing
- Coffee guy/vendor enquiring
- Market budget discussion - no music for June or September. Matt has been working on getting performers for those dates.
- Sarah to follow up with Canadian Musicians Cooperative for musicians at the market for community engagement hours.
- Discussion around looking at an honorarium of \$150 for volunteer musician.

### **3.2 Elmvale Christmas Night Market - Budget Discussion**

- Funding for the Christmas Market Committee (Tina, Sarah, Sonya)

## **Resolution: Request for Funding – Christmas Market**

**Moved by: Jason**

**Seconded by: Matt**

**Carried**

Be it resolved that the BIA allocate up to \$9000 to support the planning and execution of the upcoming Christmas Market, scheduled for November 20th and 21st.

Funds will be used to cover necessary expenses including, but not limited to:

- Event organization and coordination
- Marketing and promotional materials
- Venue decoration
- Printing of passports and signage

– Any other approved expenditures directly related to the event’s success

This initiative aims to foster community engagement, support local vendors, and enhance the festive spirit in and around downtown businesses in Elmvale. Vendors will be expected to pay \$100 to book their event. We are expecting over the 35 vendor enlistment that we received last year which would generate at least \$3500 in return revenue.

**Businesses Involved: (\*) shown interest**

1. Tiny Art Shack
2. Covey Wellness
3. Studio 31
4. Nature Solutions
5. Tea Room
6. Guardian Drugs
7. Motivation Fitness
8. Waterbed Gallery
9. Steelers
10. Bounce Back
11. Stanza
12. Butler’s Pantry Olive Oil
13. Jack’s On Queen
14. (Bloom)
15. (99 Bottles)
16. (Golden Hour Indian Grillhouse)
17. (Collective Market)
18. (Tattoo - Mind’s Eye)
19. (Healing Hands)
20. (Bakery)
21. (Sushi)
22. (Shareware)
23. (Rumi’s)
24. (Palace)

**3.3 Open Discussion**

**4. General Updates**

**4.1 New Business and Local Business Update**

- New Businesses
- How to welcome businesses to the Elmvale BIA? Welcome Wagon? Discussion continues.
- 2025 Business Canvas - Package put together with information about the value of the BIA and joining. Package being put together.
- Date of Canvas (possibly Sept) to be determined.

#### **4.2 Library Update (Jodie)**

- Library basement restoration still ongoing, remediation completed, rebuild to be determined. Date for completion unknown.
- Summer reading program registration has begun. Accommodation for the restoration is needed
- Library is getting a new website to be launched in July, the exact date to be determined.

#### **4.3 Financial Update (Sue)**

- Spent \$8,701 to date
- Still have remaining \$17, 359
- Two new accounts “Farmers’ Market Account” and “Christmas Market Account” for further analysis.

#### **4.4 Marketing Update (Brenda)**

- \$4800 for radio campaign to run to about the third week in August
- Radio spots will include promotion of the farmers market
- 37400 impression on the website
- Promoting the celebration of Canada at Heritage Park
- Social media boosting and ads - recommending to increase budget through July and August.

#### **Resolution:**

**Put forward that the Social Media continues at \$25 a week for the next 3 months for a total of \$300.**

**Moved by Sue**

**Seconded by Jason**

#### **4.5 Springwater (Council & Staff) Update (Matt and Oliver)**

- Elmvale BIA Reserve Discussion – approved
- CIP / County Economic Development
- Elmvale Community Hall Mural – Work to Community Hall needed before Mural discussions continue
- Canada Day / Heritage Park 25th Anniversary Celebration. A plaque in the park dedicated to George Allen

## **5. Adjournment**

### **5.1. Adjournment**

#### **Resolution:**

Moved by Jason

Seconded by Matt

That this Elmvale BIA meeting held on June 17, 2025, does now adjourn at 7:10 pm. The Board will meet next on July 15th, in-person at 5:30 pm, location to be determined.

**Carried.**