



Minutes

Elmvale BIA Meeting

March 20, 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

Sarah Covey

Tina Breen

Adam Thompson

Oliver Ward -

Lynn Patkau

Liz Ross

Shelly Columbus

Jody Player-Delgado

Donna Kenwell

1. Call to Order

1.1. Open Meeting

Resolution

Moved by

Seconded by

That this BIA meeting held on March 20th, 2025, come to order at 5:36PM.

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on February 18th, 2025

Resolution

Moved by Sue

Seconded by Jason

That the Elmvale BIA minutes dated February 18th, 2025, be adopted as presented.

3. New Business (For Discussion)

3.1 Elmvale Business Awards

- Elmvale Community Hall - October 24th tentative date

3.2 2025 Springwater Farmers Market

- Tentative 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
- Tina Breen (and team) will be in charge of the social media for the Farmer's Market - Using the Christmas Night Market FB Page changed to "Elmvale Markets".
- Goal is 15 booths and keeping traditional layout of the booths
- Possible ideas - Lemonade stand sponsored by local businesses
- Planters on wheels to draw attention - Contact Shop class from EDHS to build planters (Contact Blair Lesage) and build a portable stage for music
- Matt to look into Hydro issues for music and Lionesses hot food
- Scheduling a set up and tear down schedule - possible volunteer hours for students
- 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

Resolution:

Budget \$5000 from BIA Reserve for one time capital expenses (tents, branding, signage), then also requesting \$4500 from BIA operating budget (staffing, insurance, marketing and misc.)

Moved by Matt

Seconded by Sue

Carried Unanimously

4. New Businesses and Local Business Update

4.1 New Businesses

- Young and Sons - New Barbershop in town on Stone Street - great start!
- Schedule a Business Canvas
- Recommended for Brenda to help with the promotion of the New Businesses and returning to "Business Spotlights".
- Bursary to EDHS

Resolution: Continue to support EDHS through it's bursary program for \$500

Moved by Crystal

Seconded by Matt

Carried

- YMCA Employment Services Presentation - April 17th BIA Meeting
- ECNS (Nursery School) Easter Fundraiser - At risk of not operating for next September due to lack of funds - Asking for donations from local businesses

4.2 Library Update (Jodie and Donna)

- AGM March 24th at the Library 5:00pm - \$5000 raised to present at AGM
- Incentives for members - discounts and first access to sales
- Upcoming fundraiser - Book Sale at Maple Syrup Festival April 26th
- Garage Sale - End of May
- Summer Farmer's Market
- Hosting annual Smile Campaign - Mother's Day. Looking for donations from local businesses
- March Break update - overwhelming success with large numbers in attendance
- Low Income Tax service happening through March and April
- Online resources - language learning, linked in learning, sign out products, seed library...free with library card

4.3 Financial Update

- Reserve balance \$20,587.15 - Un-audited
- Yearly budget \$21, 060.00
- Spent to date \$1405.00

4.4 Marketing Update (Brenda)

- Radio campaign presentation on April 17th to promote all things Elmvale
- Snowman contest - 267 entries, winner to be determined \$600 in gifts - will arrange a meet and greet
- Well over 27k visits to the website through February
- Blood Donor Clinic - April 12th

Resolution:

Continue with Springwater New Ads - Approval for \$60 per ad for a total of \$700 for the year with 26 additions.

Moved by Brenda

Seconded by Sue

Carried

4.5 Springwater (Council and Staff) Update

Homer Barret Park

- Springwater meeting with Shift Land (Architectural Landscaping) on Thursday March 27th, 2025 - Homer Barret Park Study.
- Survey to be sent out by Councillor Matt Garwood
- Local Development meetings - relay information to BIA regarding public meetings for attendance

5. Adjournment

5.1. Adjournment

Resolution:

Moved by

Seconded by

That this Elmvale BIA meeting held on March 20th, 2025, does now adjourn at 7:10. The Board will meet next on April 17th, in-person at 5:30pm at the Springwater Library – Elmvale Branch.

Carried.