



## Minutes

### Elmvale BIA Meeting

March 19, 2026 – 5:30 p.m.

99 Bottles

29b Queen St W, Elmvale

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#### **Present:**

Jason Schell – Vice President

Sue Gilson – Treasurer

Matt Garwood - Councillor

Brenda Stanley - Member

Sonya Hayes – Secretary

Tina Breen - Member

Sarah Covey - Member

Jodie Player-Delgado

Tracy McCutcheon

Darren Lougheed

Blake Tonic

John Popple

Abbey Warren

Shelly Columbus

Nancy Lapensee

Sheri Maynard

Adam Thompson

Georgeann Gilchrist

Brianna Belcourt

Brooklynn Paolucci

## **1. Call to Order**

**Be advised that this Elmvale BIA Board meeting will be held on March 19th, 2026, at 5:30 pm in person at 99 Bottles 29b Queen St W, Elmvale**

### **1.1. Open Meeting**

#### **Resolution**

Moved by Adam

Seconded by Sarah

That this BIA meeting held on March 19th, come to order at 5:46PM.

## **2. Previous Minutes**

### **2.1. Minutes of the Elmvale BIA meeting held on January 15, 2026**

#### **Resolution**

Moved by Tina

Seconded by Sue

That the Elmvale BIA minutes dated January 15, 2026, be adopted as presented.

## **3. For Discussion**

### **3.1 Plan Forge Solution Presentation - Darren Lougheed**

- Presentation concerning the bunkie builds for markets by Darren Lougheed and Blake Tonic
  - elevate the markets - European Flare/Inspiration
  - discussion about what has happened in other small communities - Meaford
  - longer lasting, durable, heatable, power options, lock away items over night
  - some challenges in set up and take down and storage
  - design can be modified for different uses
  - Cohesive and aesthetically pleasing
  - idea of sponsorship to cover costs (approximately \$6000 per bunkie)
  - discussions about capitalizing on the opportunity to grow the community events
  - Planting seeds - partnerships with other community members to secure financing
  - presentation will be emailed out the BIA members for review
- Potential partnership for future markets in our community to improve outdoor events
  - discussions continue

### **3.2 2026 Elmvale Farmers' Market – Open Vendor Applications**

- We are working towards putting together the vendor applications and additional paper work
- We discussed not going into September as it was a challenge with very little attendance
- Last week June 11th - August 27th - 3-7pm - Grand opening first week in the July
- discussions on creating a sub-committee - looking for volunteers (all call)
  - creating a schedule for volunteers so that work load is distributed
  - Sheri volunteered to do admin - collecting fees and chasing
  - Adam volunteered to find vendors
  - Georgann and Abbey willing to commit some time (limited)
- music in the park - music in the farmers market
  - Coordination of music
- Budget discussion - decisions

**Resolution:**

**Moved by: Sarah**  
**Seconded by: Adam**

Be it resolved Matt be directed to secure Farmers' Market Ontario membership and insurance and health unit approvals. Budget to be approved \$4000.00 for Farmers' Market for 12 weeks. Farmers Market will be running from June 11th to August 27th and Music in the Park continue for the full farmers' market season for 2026.

**Carried**

Be it resolved that Farmers Market will be running from June 18th to August 27th

**3.3 StopGap Ramp Project – Matt**

- Not for profit organization to make downtown businesses accessible to all with removable ramps
- discussions to continue

**3.4 Social Media and Community Engagement Coordinator – Welcome Kristina**

- Welcome Kristina! Update:
  - Behind the scenes...getting updating pics of storefronts for the website and social media
  - First reel 48K views!!!!!!
  - Kristina will be going around to all businesses to gather and share information about all business
  - Send any information or questions to Kristina [marketing@elmvalebria.ca](mailto:marketing@elmvalebria.ca)
  - Encourage all businesses to tag BIA in any posts!
  - Members have asked for help to understanding tagging in social posts

- tutorial for businesses to be hosted at the library to help with understanding how to use social media effectively - plans to be emailed out for that event with dates to follow

### **3.5 BIA Meeting Location Rotation – supporting local business**

- Meetings to continue on the 3rd Thursday of every month at the library. If the library is not available, another location can be determined

### **3.6 Elmvale Food Bank QR Code Partnership**

- QR codes are being distributed to each local business
- creates an instant donation point directly to the food bank
- there will be a low cost associated with the displays

## **4. General Updates**

### **4.1 New Business and Local Business Update**

- New Business - Chelsea Chocolates has successfully opened (soft open)
- Confirmed - Swoop Fiber is included in the BIA catchment area
  - committed to creating a network for downtown businesses

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

- March break program moved to the arena - dwelling swords
- averaging 130-140 people a day
- AI program being offered - April 9th @ 6:30pm. More information to be sent out by Jodie
- Movie - We lend a Hand being featured Friday May 22nd at Community Hall - sponsored by several community groups
- Volunteer tax program being offered for the rest of May
- Hired manager of Public Services Deputy CEO

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

- Reserve has at least \$10,000

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

- Promotional Video edits still ongoing...
- Connection lost - No further Update

### **4.5 Springwater (Council & Staff) Update**

- Brianna is back!!!! Brooklyn Paolucci will be at the monthly BIA meetings

- working for Springwater again - Town Liason planning department (economic development portfolio) - email [edo@springwater.ca](mailto:edo@springwater.ca)
- Promoting CIP money available for business improvement (store fronts/signage...)fu in the BIA - reach out for more information

## **5. Adjournment**

### **5.1. Adjournment**

#### **Resolution:**

Moved by Sarah

Seconded by Sue

That the Elmvale BIA meeting held on March 19, 2026, does now adjourn at 7:45 pm. The Board will meet next on April 16th, in-person at 5:30 pm, location to be determined.

**Carried.**