



Minutes

Elmvale BIA Meeting

May 15, 2025 – 5:30 p.m.

Community Hall

Present:

Councillor Matt Garwood

Jason Schell – Vice President

Sue Gilson – Treasurer

Brenda Stanley - Member

Sonya Hayes – Secretary

Oliver Ward – Township Liaison

Tracy McCutcheon

Adam Thompson

Shelly Columbus

Nancy Lapensee

Amy Mota

Absent:

Crystal Graveson - President

1. Call to Order

1.1. Open Meeting

Resolution

Moved by Jason Schell

Seconded by Sue Gilson

That this BIA meeting held on May 15th, 2025, come to order at 5:37 PM.

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on April 17th, 2025

Resolution

Moved by Brenda

Seconded by Tracy

That the Elmvale BIA minutes dated April 17th, 2025, be adopted as presented.

3. For Discussion

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

- Branding moving forward, new design finalized
- Vendor List 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
- Sign will be posted in the Community Hall Parking lot on May 20th and will stay up until September 20th.
- Goal is 15 booths and keeping traditional layout of the booths
- Planters on wheels and lemonade stand are being made by EDHS and teacher Blair Lesage - process started
- Pop Corn as a give out!
- Music in the Parking Lot starts the first Thursday of July 3rd

3.2 BIA Levy Discussion – continued

- 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 - Amend by-law to allow “each” business to pay flat rate, increase the catchment area...

4. General Updates

4.1 New Business and Local Business Update

- New Businesses...
- How to welcome businesses to the Elmvale BIA? Welcome Wagon?
- Discussions around developing/gathering resources from the BIA as part of a welcome package for new businesses.
- Matt and Brenda to gather materials (used in the past) and possible plaques - Willow Graphics (Jason to look into).

- 2025 Business Canvas - Package put together with information about the value of the BIA and joining.
- Date of Canvas to be determined.
- No economic development support in Elmvale - working on it to make progress

4.2 Library Update (Jodie)

- The Elmvale branch basement is closed due to remediation work following water intrusion from the ice storm. I don't yet have a timeline for reopening. However it will most likely be after the summer as foundation work needs to be done after remediation. I'll keep the community updated once I know more.
- The Library staff training day on Monday went well. We had a speaker on mental health and did a workshop on Intellectual Freedom. Congratulations to Elmvale branch staff celebrating anniversaries: Linda (10 years), Amanda (10+ years) and Maggie (35 years!).
- We are still looking to relocate upcoming programs such as our PA Day and Get Ready for Kindergarten. Summer Reading registration will be coming up in June.
- The Friends group had a very successful Book Sale even though it was outside this year. They raised over \$1,000 which was \$100 less than last year. They are looking for a secretary and are doing a membership drive. (\$10 individual, \$5 senior, \$20 family) and you can choose how much to participate.

Not library related, but 2 students from Elmvale District High School are attending the Canada-Wide Science Fair starting May 31. There is a large pin trading event so they are asking for pins that they can trade. If you have any, you can drop them off at the Elmvale Branch for me and I'll make sure they get them.

4.3 Financial Update (Sue)

- Spent \$3257 to date
- Still have remaining \$7273
- Will be receiving another \$10,530
- Added two new accounts "Farmers' Market Account" and "Christmas Market Account" for further analysis.

4.4 Marketing Update (Brenda)

- Over 24,800 visits to the website
- Most attention dedicated to the promotion of the Farmers' Market

- 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. Campaign starts the week of June 6th.
- Bringing Elmvale to Life - Digital video of Elmvale - funding considerations. Matt has reached out to the Maple Syrup Committee and the Fall Fair Committee.
- Filming started with the Maple Syrup Festival and will continue at the Farmers' Market on June 12th. Additional footage of the town, business, parks, Fall Fair and Christmas Night Market will be ongoing.

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

- Springwater Swing Golf Tournament
- Elmvale BIA Reserve Discussion – delegation - Formal Requests needed to access reserve monies
- Sponsor Flower Basket - Township Sponsorship push has begun
- CIP / County Economic Development to help make improvements to the businesses and the business communities.
- Elmvale Community Hall Mural – Notice of Motion on June 6th Council Agenda requesting staff to look into the process and costs. Community Hall is having necessary improvements completed before murals can be addressed.
- Elmvale Community Group Cooperation Meeting – looking for future members
- Canada Day / Heritage Park 25th Anniversary Celebration - Planning is underway with George Allen and Matt Garwood. Surprise! George will be honoured. BIA involvement eminent to be added to next agenda

Resolution:

Moved by Matt

Seconded by Jason

Motion put forth to purchase a flower basket on behalf of the BIA.

Carried

5. Adjournment

5.1. Adjournment

Resolution:

Moved by Jason

Seconded by Matt

That this Elmvale BIA meeting held on May 15th, 2025, does now adjourn at 6:44pm. The Board will meet next on June 17, in-person at 5:30pm in the Springwater Room.

Carried.