



Minutes

Elmvale BIA Meeting

May 21, 2026 – 5:30 p.m.

Elmvale Public Library

Elmvale, ON

Present:

Crystal Graveson - President

Sue Gilson – Treasurer

Matt Garwood - Councillor

Brenda Stanley - Member

Sonya Hayes – Secretary

Tina Breen - Member

Sarah Covey - Member

Brenda Stanley - Member

Jodie Player-Delgado

Shelly Columbus

Amy Motta

Brooklyn Paolucci

Dustin Hales

Kevin Culhane

Stacey Gateman

Debbie Goldrick

Monica Pellow

Tyler Tkachyk

Heidi McElwanin

Adam Thompson

1. Call to Order

Be advised that this Elmvale BIA Board meeting will be held on May 21st, 2026, at 5:30 pm in person at Springwater Public Library, Elmvale

1.1. Open Meeting

Resolution: That this BIA meeting held on May 21st, come to order at 5:36 PM.

Moved by: Matt

Seconded by: Sonya

Carried

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on April 16th, 2026

Resolution: That the Elmvale BIA minutes dated April 16th, 2026, be adopted as presented.

Moved by: Matt

Seconded by: Sue

Carried

3. For Discussion

3.1 Farmer's Market - Update

- Start date June 18th, 2026
- Vendors and Music in the Parking Lot 4-7pm
- New Signage added to the community areas including Shelley allowing signage at the Makers
- New - Sponsor - Swoop Fibre - Announcement for the collaboration coming in the next week.
With the sponsorship, we will be able to do better than break even
- Committee members are still chasing last year's fees - Sheri Maynard will be dealing with the financials for the market for the 2026 season

3.2 North Simcoe Business Centre Presentation - Kevin Culhane

- Supporting Springwater Entrepreneurs - Coaching and Conversations

- Core service - business loans, coaching, resources, support transitions
- Once a month drop ins at the Library - 4th Wednesday of the month - start in September
- 40th Anniversary - AGM July 28th at 11:00 at Restaurant at St. Marie Among the Hurons
- Catchment area - Penetanguishene, Midland, Springwater, Tiny and Tay and Beausoleil Island
- 40 loans for \$40,000 each available
- Contact Kevin Culhane via email:

3.3 Partnership with Our Village/Elmvale's Farmers' Market

- Window Cling Ons for local businesses for Food Bank Donations (QR Code)
- Branding and Marketing is Tyler's (Our Village) focus for raising funds and development and growth for Elmvale - #stongertogether
- Looking at fundraising ideas ex: Farmers' Market hats
- Funds can go towards community facilities such as community garden projects and revival

Resolution: Be it resolved that BIA does endorse brand awareness collaboration with Our Village and financially contribute \$1500.00 for the Elmvale Farmers' Market ball hat fundraiser.

Moved by: Matt Garwood

Seconded by: Sarah Covey

Carried

3.4 Items From the Floor - Items from Remembrance Day

- Initiative - 7th year doing the Veterans banners
- Need approximately \$30 per photo for restoration

Resolution: Be it resolved that the BIA contribute up to \$1500.00 towards the 2026 Remembrance Day Banner Initiative.

Moved by: Sue

Seconded by: Crystal

Carried

4. General Updates

4.1 New Business and Local Business Update

- Flower Basket Program continues for businesses to purchase
- Chelsea's Chocolate working on Signage

- Community Hall Update: New Roof, and the complete top of the building is being replaced. Roof will be completed by Market day! Council has approved the 1st step towards creating a working group and bring in an architect to discuss the spaces involved.

4.2 Library Update (Jodie)

- We Lend a Hand movie tomorrow May 22nd at Community Hall
- 2 showings May 22nd 1:00pm for students and 7:00 pm for community members - sold out!
- Battle of the Books completed - Minesing School was the winner of the battle
- Reading program starts in June
- Summer students hired (1 full time and 1 part time)
- Looking for new Board Members - information sessions to come
- Participating in Canada Reads - October 24th

4.3 Financial Update (Sue and Matt)

- Good standing - \$5600 spent so far to the end of April
- Elmvale Promotional Video is financially set
- Farmers Market - \$1000 in signage so far. Expenses are down this year. Purchased 5 new A-Frame Signs for the Farmers' Market. Pausing the flower beds to find a better solution for moving them in and out.
- Farmers' Market and Vendor Insurance has been taken care of.
- Health Unit paper work has been completed and approved.

4.4 Marketing Update (Brenda and Kristina)

- The team has been working really well and generating a lot of business awareness through the Social Media Coordinator.
- Kristina has batched social posts while she is away.
- FB followers have grown over 1000
- Instagram videos highlighting businesses are receiving thousands of views
- Instagram account has over 1400 followers
- Kristina has been in every business in the BIA catchment area
- Brenda looking outside the community by actively collaborating with everything going on in and around Elmvale - cross promotion across Simcoe County sharing what our community has to offer and create awareness in Simcoe County Tourism and promotions as a whole - Creating bigger brand potential
- Digital video still in the editing stages - looking for community member volunteers for the voice overs. Wes Covey (Big Red Records) has offered his services to record actual BIA and community members to read the scripts for the video. Contact Wes directly if interested - Real people, real voices.

- Working on updating the website
- WhatsApp link for BIA to be shared to all members

4.5 Springwater (Council & Staff) Update - Brooklyn (Economic Development)

- Simcoe County is deploying a voluntary employment survey to gather information to local businesses to help create strategies for business improvement.
- 2026 Cycle visitor survey information - QR Code to put in businesses
- Springwater Swing in its 18th year - Golf Tournament June 24th at Vespra Hills Golf Club - looking for donations from local businesses for prize baskets...
- Life Labs has expanded services and hours in the community
- Working on partnership with the Municipality for creating sports
- Need for dog parks - brought forth to investigation
- Council has approved capital expenses for accessible washroom at Homer Barrett Park
- Recently approved an endowment fund - Council approved plan and policy on how boundary adjustment funds will be used.

5. Adjournment

5.1. Adjournment

Resolution: That the Elmvale BIA meeting held on May 21st, 2026, does now adjourn at 7:17pm. The Board will meet next on June 18th, in-person at 5:30 pm, at the Elmvale Public Library.

Moved by: Sue

Seconded by: Crystal

Carried.