



Minutes

Elmvale BIA Meeting

February 20, 2025 – 5:30 p.m.

Springwater Library – Elmvale Branch

Present:

Councillor Matt Garwood

Crystal Gravenson – President

Jason Schell – Vice President

Sue Gilson – Treasurer

Sarah Covey

Brenda Stanley - Member

Sonya Hayes – Secretary

Oliver Ward – Township Liaison

1. Call to Order

1.1. Open Meeting

Resolution

Moved by Schell

Seconded by Gilson

That this BIA meeting held on February 20th, 2025, come to order at 5:40PM.

2. Previous Minutes

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

Resolution

Moved by Gilson

Seconded by Garwood

That the Elmvale BIA minutes dated January 16, 2025 be adopted as presented.

3. New Business (For Discussion)

3.1 Elmvale Ball Park Donation

The Elmvale BIA passed a motion to make a \$300 donation to the Elmvale Ball Park Committee for their light replacement.

Carried.

3.2 2025 Springwater Farmers' Market – Elmvale, Presented by the Elmvale BIA (recurring)

Discussions:

- Potential rebrand and name change for 2025
- Working group for committee members - Matt organizing, Tina, Sarah and Sonya have shown interest - discussions continue
- Press release and applications form for review

3.3 Amend Summer 2025 BIA Meeting Dates: June - September

Moved to Tuesday nights June through September

4.1 New Businesses and Local Business Update

Businesses continue to grow!

- 99 Bottles - Bodega Open
- Quesada - Opening Soon
- Thompson Fireplaces and Living Spaces - Delayed Open, possibly April

4.2 Library Update:

- Next week is Freedom to Read Week which is an annual event that encourages Canadians to think about and reaffirm their commitment to intellectual freedom. Books such as Dr. Seuss' Hop on Pop, Anne Frank's Diary of a Young Girl, and the Handmaid's Tale of been challenged or banned across North America.
- The adult reader's bingo is due on February 28.
- Our Volunteer Income Tax program begins in March for low-income people needing help with their taxes. Appointments are available or materials may be left at the Elmvale branch.
- We're hosting a Sprouts and Microgreens program in March in collaboration with the South Georgian Bay Community Health Centre.
- And March Break program registration opens Monday, February 24. There are many great programs.

- The Friends group has their annual general meeting on Monday, March 24 at 5:00 p.m. at the Elmvale Branch. They are always looking for members to help support the library.

4.3 Financial Update

- Treasurer Gilson provided a brief financial update, noting that there is approximately \$13,000 remaining in the budget for 2025 with approximately \$25,000 in Reserve.
- The BIA is looking for an update from Eric (Township)

4.4 Marketing Update

Member Stanley noted the following was agreed at the November 21st meeting to increase investment into marketing budget November 21st to February 20th:

\$330 per month used for marketing created big boosts

- Website has almost 15000 visitors per month - boosting is working
- Snowman contest - collected over \$500 gift cards \$175 from G&S - 1st prize \$500 – over 200 entries
- Extending Snow man contest to March 14th (2-week extension) - overwhelming excitement and participation
- Reducing budget to \$200/mth March-May and then ramping back up in May
- March campaign - marketing focus “what is there to do in Springwater”

Resolution:

For the next 3 months - \$750 to be used at Brenda’s discretion

Moved by Garwood

Seconded by Schell

Carried.

Resolution:

Release funds for “Picture this Canada” of \$382

Moved by Garwood

Seconded by Gilson

Carried.

4.5 Springwater (Council and Staff) Update

BIA Business Awards 2025

- A night of celebration and recognition for small businesses in our community
- Help promote BIA and the businesses it supports - award and recognize local businesses
- Use as a marketing tool

Resolution:

Elmvale BIA hosts 2025 business award evening in the fall of 2025

Moved by Hayes

Seconded by Gilson

Carried.

5. Adjournment

5.1. Adjournment

Resolution:

Moved by Garwood

Seconded by Hayes

That this Elmvale BIA meeting held on February 20th, 2024, does now adjourn at 6:46 PM. The Board will meet next on March 20th, in-person at 5:30pm at the Springwater Library – Elmvale Branch.

Carried.