



Minutes

Elmvale BIA Meeting

June 17, 2025 – 5:30 p.m.

Springwater Room

Present:

Councillor Matt Garwood

Crystal Graveson - President

Jason Schell – Vice President

Sue Gilson – Treasurer

Brenda Stanley - Member

Sonya Hayes – Secretary

Oliver Ward – Township Liaison

Melissa Shirley

Tina Breen

1. Call to Order

Be advised that this Elmvale BIA Board meeting will be held on September 16, 2025, at 5:36 pm.

PM in person at the Elmvale Arena - Springwater Room.

1.1. Open Meeting

Resolution

Moved by Matt Garrod

Seconded by Melissa Shirley

That this BIA meeting held on Sept 16, 2025, come to order at 5:36PM.

2. Previous Minutes

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

Resolution

Moved by Matt Garwood

Seconded by Melissa Shirley

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

3. For Discussion

3.1 2025 Elmvale Farmers' Market & Christmas Night Market Update

Farmers' Market

- September market dates have been very quiet - discussions regarding going into September.
- Health Inspector arrived for the first time last week
- Food vendors have been very successful. Other vendors have less sales in September. Vendors are thinning out in September.
- Discussion about the start and end dates to be altered. Looking at just having it run July and August and to end before the August long weekend.

Christmas Night Market

- Night market - main area of work at the moment is rounding up and getting all the vendors on board with payment. All outdoor vendors have paid.
- Over 100 vendors applied and we've selected 53 so far.
- Heaters have been bought - great deal
- Discussions around passport - possible ideas such a bingo card for guests to fill for the draw for gifts. Discussion will continue.
- Financials - Bank account has been opened

Resolution

Moved by Sue

Seconded by Jason

The Elmvale BIA approve the withdrawal of \$9000.00 (this has been approved in the June 17th meeting) to be given to the Elmvale Christmas Night Market. And that the organizing committee tracks all receipts and provides financial reconciliation following the 2025 Market to the Township of Springwater by January 2026.

4. General Updates

4.1 New Business and Local Business Update

- New Businesses - Liquidation Store to be opening in the old Vape Store location
- Elmvale Community/Business Video - Update from Brenda regarding the progress of the completion and distribution of the video. Videographer will be out during the Elmvale Fall Fair festivities and the Christmas Night Market. Video will be developed including all major Elmvale

events. Video should be completed before the end of the year. Possibly using the video to open the AGM.

- 2025 Business Canvas - Package put together with information about the value of the BIA and joining. Package being put together pulling at available resources from the local community. Could possibly use snippets of the video for package promotion - accomplishments and highlights of the year.
- Date of Canvas (possibly Sept) to be determined.

4.2 Library Update (Jodie)

- Report for council meeting about the finishing of the library above the insurance.
- Summer reading program was a huge success
- Friends and family every thursday - hosting silent auction in November

4.3 Financial Update (Sue)

- \$11,288 budget remaining as of the end of July
- Eric has asked to BIA to prepare 2026/2027 budget for review including estimation of revenue.

Projections as follows:

- Business Revenue \$22,000
- Revenue for farmers' market \$4,000
- Revenue for Christmas Night Market \$4,000
- Networking and communication \$10,000
- Tourism/Events \$5,000

Resolution

Moved by Jason

Seconded by Matt

Motion to approve the estimated 2026/2027 budget.

4.4 Marketing Update (Brenda)

- Digital video is the highlight of the year!
- Video is over 50% funded by the township - video will credit contributions
- Website/social platform - overwhelming summer and August we broke visit records. 1000 visits average a day and record new views.
- Thanksgiving/halloween store front competition - donation of business ad as gift. Have stores decorate - push on business canvas to new businesses.
- Advertising and marketing done through Social Media account.

Resolution

Moved by

Seconded by

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

- AGM for 2025 possible dates to be discussed
- Fall 2025 Business Celebration has been put on hold for now.
- Discussions are towards combining the AGM and the Business Celebration for early 2026.
- Crosswalk Update - line painting starting next week. The work will take 3-4 weeks and to be completed before the Elmvale Fall Fair. Look to have videographer there for remembrance day or after the banners go up and the crosswalks are painted.
- Banners are being repaired and revised for structure and image quality. Legion is to spearhead the banners and the information for the banners are accurate.
- Canadian Musicians Co-operative - wonderful and looking to have a consistent presence for next year.
- Brianna Belcourt to be returning to the township starting next week.

5. Adjournment

5.1. Adjournment

Resolution:

Moved by Matt

Seconded by Brenda

That this Elmvale BIA meeting held on Sept 16th, 2025, does now adjourn at pm. The Board will meet next on October 16th, in-person at 6:39 pm, location to be determined.

Carried.