Minutes

Elmvale BIA Meeting

October 15th, 2026 – 5:30 p.m.
Elmvale Public Library
Elmvale, ON

Present:

Matt Garwood - Councillor

Crystal Graveson - President

Brenda Stanley - Member

Jason Schell - Member

Susan Gilson - Member

Sonya Hayes – Secretary

Tina Breen - Member

Jodie Delgado - Library

Brooklynn Paolucci - Township Development Officer

Kristina Kretz

Tracey McCutcheon

Elenna Stengel - Springwater Library

Tyler Tkachyk

Roula Filice

Salena Oostrhuis

Jake McFarland

Melanie Nicholls

Nathon Duffie

Debby Goldrick - Online

1. Call to Order

Be advised that this Elmvale BIA Board meeting will be held on Oct 15th, 2026, at 5:30 pm in person at Springwater Public Library, Elmvale

1.1. Open Meeting
Resolution: That this BIA meeting held on Oct 15th, come to order at 5:38 PM.

Moved by: Sonya
Seconded by: Tina
Carried

2. Previous Minutes
2.1. Minutes of the Elmvale BIA meeting held on July16th, 2026

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

Moved by: Jason
Seconded by: Sue
Carried

3. For Discussion
3.1 Elmvale Christmas Night Market - Update

- Moving along, creating site maps on request from the township,
- vendors are paid up,
- committee is working on decor, and passports,
- Radio Ad - 40 spots?

3.2 Partnership with Elmvale Harvesters

- Missed cut off date

3.3 Downtown Security Discussion

- Steelers broken into and robbed - businesses to be vigilant
- Suggested for downtown businesses to set up cameras
- Discussions to continue about town security with new council

3.4 Items From the Floor

- N/A

4. General Updates

4.1 New Business and Local Business Update

- Elmvale Odds and Ends - Walmart inspired
- Hair Salon - Hair Studio Elmvale
- Discussion about an Instagram Page about small towns - Small Town Start-Up

4.2 Library Update (Jodie)

- Service Survey - feedback on programs and services
- Friends of the Library Silent Auction - now collecting donations for the auction. Reaching out to local businesses for donations to raise money for Springwater Library - November 1st to the 15th - Online Auction
- Georgian Bay Reads - Saturday October 24th - Sold Out
- New community Librarian in place - Elenna Stegnel

4.3 Financial Update (Sue)

- A little more than $1000 left for the year
- New Budget will be out in January

4.4 Marketing Update (Kristina)

- Increased number of followers through the past month over 70 new followers on Instagram and over a 1000 on Facebook
- The local businesses and events have been gaining a lot of attention through the social media attention
- Starting Christmas Night Market posts
- Website is coming along.
- Will document tree lighting and parade on socials

4.5 Springwater (Council & Staff) Update - Brooklynn

- Get out and vote!
- Due to elections, council will not be meeting until after the Christmas Night Market
- Springwater had a low turn out for 38% last election, hoping to bolster this year
- October 26th for the vote
- Advanced voting…
- Remembrance Day Banners - 30 new banners have been ordered. Looking for installation from the township for November 1st. All call for new veterans through community members
- Fall Fair - Springwater information booth featuring information on the upcoming municipal election, Fire and Emergency Services resources, and Economic Development initiative.
- North Simcoe Business Centre - Drop in at the library every third Wednesday of the month - Next one is October 22nd 10:00am - 2:00pm. They will set up there to continue to help small businesses develop or any new business start-ups.
- Tourism Simcoe County - has launched a new Sustainable Festival and Events Guide and Checklist. The guild helps organizers be more environmentally and socially sustainable.
- Rodeo coming to Elmvale next July 2027

5. Adjournment

5.1. Adjournment

Resolution: That the Elmvale BIA meeting held on Oct 15th, 2026, does now adjourn at 6:46pm. The Board will meet next on November 26th in-person at 5:30 pm, at the Elmvale Public Library.

Moved by: Jason
Seconded by: Tina
Carried.