



Minutes

Elmvale BIA Meeting

Thursday, October 19, 2023 – 5:30 p.m.
Zoom

Present:

Jay Schell, Vice Chair
Brenda Stanley
Todd Hutchinson
Councillor Garwood
Brianna Belcourt, Staff Liaison

Also Present:

Lucinda of Addae Cares

Regrets:

Crystal Graveson, Chair
Al Pontes
Sue Gilson
Jodie Delgado

1. Call to Order

1.1. Open Meeting

Resolution

Moved by Garwood
Seconded by Stanley

That this BIA meeting held on October 19, 2023 come to order at 5:39 PM.
Carried.

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on September 21, 2023

Resolution

Moved by Stanley
Seconded by Garwood

That the Committee of Adjustment minutes dated September 21, 2023 be adopted as presented.
Carried.

3. New Business (For Discussion)

3.1. 2024 Budget

- [2023 Budget](#)
- [Proposed 2024 Budget](#)

Staff Liaison Belcourt noted that the Township's budget is to be tabled on November 1 and as the Finance Department did not receive any further direction from the BIA, the BIA budget in 2024 currently mirrors the 2023 budget.

The Board discussed the budget, confirming that no changes are proposed for 2024.

The Township's Clerks department is also seeking confirmation on if the BIA will be attending the partners budget discussions this year as done in the past. Councillor Garwood offered to speak to the budget, provided Clerks has no concerns. The Board agreed with the proposal.

Resolution

Moved by Schell

Seconded by Stanley

That the proposed budget be approved by the BIA for 2024.

Carried.

3.2. Farmers' Market

- [Report - Springwater Farmers' Market – Elmvale-Economic Development Assistant](#)
- [Appendix A - Vendor End of Year Survey: Complete Results](#)

As promised at the last meeting, Staff Liaison Belcourt overviewed the debrief report and the successes of the season.

Councillor Garwood explained Councils resulting resolution.

The Board discussed the Markets impact on the community and the investment costs for running the market.

3.3. Christmas Radio Campaign

Member Stanley noted that she has reached out to multiple media outlets with only Bell Media responded. She continued by providing an overview on the campaign. The Board collectively sees value in the radio ads.

Resolution

That the BIA approve a maximum budget of \$6,000 for the Christmas Radio Campaign.

Moved by Schell

Seconded by Garwood

Carried.

4 Appointment

4.1. Appointment of Secretary

Staff Liaison Belcourt shared the advertisement which was posted on the Township website.

Discussion deferred to the next meeting.

6 General Updates

6.1. New Businesses & Local Business Update

- Addae Cares – New Childcare Facility in the old TD Bank (Opening Soon – October 30)
- Construction of the 74 Yonge Street South Commercial Plaza is underway
- The need for a bank to support local businesses and residents was raised.

6.2. Library Update

Discussion deferred to the next meeting, in Jodie's absence.

6.3 Financial Update

Discussion deferred to the next meeting, in the Treasurer's absence.

6.4 Marketing Update

Member Stanley presented the marketing updates and social media activity to the group. She is actively working on the social media pumpkin carving contest which will run until October 31.

A Christmas window decorating contest will run before Christmas, which will then lead into the snowman building contest done annually in the winter.

Member Stanley also noted the EMHA banners were unveiled on Monday. Great turnout (50+ people) and big complements.

Additionally, Stanley reported back on the regular monthly advertisement in the Springwater News discussed last month. The BIA was quoted at \$55 per month (with the ad running in the paper the week before our meeting), provided an annual commitment is made. Equating to \$660 per year.

Resolution

Moved By: Stanley

Seconded By: Schell

That the Elmvale BIA approve a social media advertising budget in the amount of \$300, equating to \$100 for November and \$200 for December.

Carried.

Resolution

Moved By: Stanley

Seconded By: Garwood

That the Elmvale BIA approve monthly advertisement in the Springwater News at a cost of \$55 per month, for one year.

Carried.

6.5 Springwater (Council & Staff) Update

Councillor Garwood and Staff Liaison Belcourt collectively offered updates on the following:

- Elmvale Fall Fair; and,
- Remembrance Day Banners.

7. Adjournment

7.1. Adjournment

Resolution

Moved by

Seconded by

That this Elmvale BIA meeting held on October 19, 2023 does now adjourn at 6:30 PM. The Board will meet next on November 16, 2023 at 5:30 PM at the Springwater Library – Elmvale Branch.

Carried.

Vice Chair