



# Minutes

## Elmvale BIA Meeting

Thursday, April 20, 2023 – 6:00 p.m.  
Zoom

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### Present:

Crystal Graveson  
Jay Schell  
Sue Gilson  
Brenda Stanley  
Todd Hutchinson  
Al Pontes  
Councillor Garwood  
Brianna Belcourt, Staff Liaison

### Also Present:

Jodie Delgado  
Mayor Jennifer Coughlin  
Linda Belcourt, Springwater News  
Tim Ashworth

### Regrets:

#### 1. Call to Order

##### 1.1. Open Meeting

#### Resolution

Moved by Schell  
Seconded by Hutchinson

That this BIA meeting held on April 20, 2023 come to order at 6:06 PM.

**Carried.**

#### 2. Previous Minutes

##### 2.1. Minutes of the Elmvale BIA meeting held on February 16, 2023

#### Resolution

Moved by Pontes  
Seconded by Gilson

That the Committee of Adjustment minutes dated March 16, 2023 be adopted as presented.

**Carried.**

#### 3. Guest

##### 3.1 Mayor's Welcome

Mayor Jennifer Coughlin attended the meeting and greeted the new BIA Board of Directors. She continued by wishing them all the best and noting that if the Board needs support in the future to please reach out.

### **3.2. Acknowledgement of Service – Kim & Tim Ashworth and Melissa Smalls**

Councillor Garwood presented commemorative certificates for Kim & Tim Ashworth to Tim Ashworth, acknowledging their service and contribution on the BIA. Member Stanley also said a few words on behalf of the board and presented flowers for Tim to bring to Kim. Kim sent her regrets.

Tim took the opportunity to share that himself and Kim would be returning to the BIA membership as they will be taking back over the operation of Kings on Queen.

Councillor Garwood also noted having a commemorative certificate for Melissa Smalls to acknowledge her contribution on the BIA. Melissa sent her regrets.

## **4. New Business (For Discussion)**

### **4.1. Budget Overview**

Staff Liaison Belcourt shared a copy of the approved 2023 budget overview/break down. It was requested that at a future meeting a copy of the line entries showing expenditures be shared.

### **4.2. Advertising/Marketing for 2023**

#### **Radio Campaign**

Member Stanley provided an overview of the Bell Media presentation/package. In summary the proposal was for 45 spots per month for \$900 a month, strictly to advertise the BIA (not shared with businesses).

She noted that she had reached out to both Kool FM and Fresh Radio for comparable offers/quotes but did not receive response back.

The Board expressed that their preference would be for a shared opportunity so the businesses could directly benefit from the ad space as well, like the Christmas campaigns done in previous years. Member Stanley will reach back out to Bell Media and get back to the BIA in this regard.

#### **Social Media Paid Advertising and Newspaper**

A discussion took place around advertising in the Springwater News. Linda Belcourt of the Springwater News was in attendance and noted that the BIA is offered a reduced rate. She also noted that the Newspaper is able to accommodate inserts to a targeted area/group. Interest in having a reoccurring BIA ad in the paper was expressed by some members.

Ideas were presented related to a coupon and/or passport/punch card campaign. Request the topic to be added to the next agenda for future discussion.

## **Resolution**

Moved by Stanley

Seconded by Garwood

That the Elmvale BIA approve a budget of \$500.00 to run social media and newspaper (Springwater News) advertising for one month.

**Carried.**

## **5. Appointment**

### **5.1. Appointment of Secretary**

The position of secretary remains vacant. The BIA deferred appointment of the secretary to next month.

## **6 General Updates**

### **6.1. New Businesses & Local Business Update**

The Board provided an overview on businesses in the area, noting:

- Wingin' It is scheduled to open in May, replacing Ace Grill;
- Elmvale Rental has moved locations and is now in the plaza next to Springwater Lanes;
- New Plaza at 74 Yonge Street South is in the works and looking to start construction in the near future;
- Revera Long Term Care (Sara Vista) received approval for their Zoning By-law Amendment and looking to start construction this summer; and,
- Elmvale Active Seniors Residence is currently going through the Planning process.

### **6.2. Library Update**

Jodie noted the following library updates:

- Another successful Smile Campaign. The group suggested listing the sponsors in the future;
- Sharewear Fashion Show is this Saturday; and,
- Friends of the Library will be conducting a membership drive. A variety of friends are welcomed.

### **6.3 Financial Update**

Covered under item 4.1.

### **6.4 Marketing Update**

#### **General Stats**

Over the last month 19 social media posts were published of various topics (i.e. Minor Hockey, Camps, BIA, Food Bank, Business Features). On average 183 unique visits were generated daily to the BIA website.

### **Georgian Bay Map Advertisement**

The owner of the Georgian Bay map has reached out once again to see if the BIA would like to purchase an ad on the map. The ad for 2023 is \$300.00. A discussion was had amongst the Board to determine if the ad is beneficial. It was agreed to proceed with the 2023 advertisement given the short turn around. It was requested that we obtain some copies to be available at the Township Admin Centre.

### **Resolution**

Moved by Garwood  
Seconded by Pontes

That the Elmvale BIA approve a budget of \$300.00 to advertise on the Georgian Bay map.

**Carried.**

### **Mother's Day Campaign**

Member Stanley presented the idea of a Mother's Day social media Campaign where people can write saying why their Mom deserves flowers. A floral arrangement is to be donated by Elm Flower Shop.

### **Experience Elmvale Campaign**

Member Stanley suggested a subsequent write in campaign to run from mid-May to mid-June where people write in about their experiences in Elmvale. The prize would be \$500 in a variety local gift cards donated by the Businesses. There is no cost to the BIA for this item.

### **Music in the Park**

Tim Ashworth noted that Shane is good to go for Music in the Park and to start lining up talent if the BIA would like. Requested that this item be put on the next Agenda for discussion.

## **6.5 Springwater (Council & Staff) Update**

Councillor Garwood noted that there has been a request for staff to report back on a sidewalk patio program in Elmvale/Springwater.

Staff Liason Belcourt noted that the Township is gearing up for the Springwater Farmers' Market – Elmvale and currently is seeking vendors, with a heavy focus on producers/farmers.

## **7. Adjournment**

### **7.1. Adjournment**

### **Resolution**

Moved by Stanley  
Seconded by Garwood

That this Elmvale BIA meeting held on April 20, 2023 does now adjourn at 7:40 pm. The Board will meet next on May 18, 2023 at 5:30 pm virtually via Zoom.

**Carried.**

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Chair