



# Minutes

## Elmvale BIA Meeting

Thursday, July 20, 2023 – 5:30 p.m.  
Zoom

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### **Present:**

Crystal Graveson  
Jay Schell  
Sue Gilson  
Brenda Stanley  
Brianna Belcourt, Staff Liaison

### **Also Present:**

Jodie Delgado  
Erin Moriarty  
Mark Snaper, Eye Candy

### **Regrets:**

Todd Hutchinson  
Al Pontes  
Councillor Garwood

## **1. Call to Order**

### **1.1. Open Meeting**

#### **Resolution**

Moved by Stanley  
Seconded by Schell

That this BIA meeting held on July 20, 2023 come to order at 5:42 PM.  
**Carried.**

## **2. Previous Minutes**

### **2.1. Minutes of the Elmvalle BIA meeting held on June 15, 2023**

#### **Resolution**

Moved by Pontes  
Seconded by Gilson

That the Committee of Adjustment minutes dated June 15, 2023 be adopted as presented.  
**Carried.**

## **3. Guest**

### **3.1 Mark Snaper from Eye Candy re: Billboard**

Mr. Snaper provided an overview of his business, Eye Candy Ads, established in 2020 by highlighting some of his programs and notable projects such as the youth entrepreneur program. He has 12+ billboards and 12+ benches currently featuring advertising focusing on local/small businesses. His business uses technology called a spectroradiometers which dims light automatically at night.

Mr. Snaper is interested in installing a static printed billboard at 70 Yonge Street South attached to the north wall of the existing building facing Tim Hortons and a free-standing billboard at 74 Yonge Street South – again with static billboard (double sided). Mr. Snaper expressed interest though in having atleast one side digital, and further described the benefits to such in his opinion (i.e. greater number of local businesses exposed).

The BIA expressed interest in Mr. Snaper's proposal and agreed with the preference of a digital sign on atleast one-side of the freestanding billboard.

Staff Liaison noted that permits from the Township and County would be required, encouraging pre-consultation with both parties.

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

##### **4.1. Sidewalk Patios**

Staff liaison Belcourt provided a brief overview of the memo addressed to the BIA regarding the Temporary Encroachment Agreements for Sidewalk Patios.

Any businesses looking to participate will need to submit a request to the Clerks Department.

[Memo to Elmvale BIA re: Temporary Encroachment Agreements for Sidewalk Patios](#)

##### **4.2. Door-to-Door Canvassing**

Chair Graveson and Councillor Garwood will also be utilizing the door-to-door canvassing as a tool to increase BIA participation, gain feedback and attract a secretary. A date has not been finalized.

##### **4.3. Music in the Park**

The first week of Music in the Park saw approximately 15-20 people throughout the duration. The second week experienced some rain, but the event went on, nonetheless. Unfortunately, the rain caused for a decrease in attendees.

##### **4.4. Elmvale Minor Hockey Banners**

Member Stanley provided an update based on her discussions with Deborah from Elmvale Minor Hockey. There is concern that EMHA does not have time to take care of this given the other responsibilities. Additionally, they have a

budget of \$100 per person to cover both artwork design and material/printing costs.

Member Stanley approached the BIA to donate/partner on the cause as additional expense beyond EMHA's budget is expected. The BIA asked in turn if EMHA has reached out to Sports Heritage. It was confirmed that they have spoke to Larry and ask for assistance however they as well have a limited budget. The BIA did not agree to any financial contribution to the project.

## **5 Appointment**

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

Deferred. Discussion to continue to advertise the opportunity.

#### **Recommendation**

That the Elmvale BIA hereby appoints \_\_\_\_\_ as Secretary for the term 2023-2026.

## **6 General Updates**

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

- New Child Care Facility in the former TD Bank; and,
- Addition to Our Lady of Lourdes School for a new childcare facility.

### **6.2. Library Update**

Jodie Delgado announced the following library updates:

- Summer Reading Program underway and keeping staff busy with over 300 participants; and
- Guest author will be at the Midhurst Branch next Friday.

### **6.3 Financial Update**

There have been no further financial updates. Treasurer Gilson to follow up with Eric from the Township.

### **6.4 Marketing Update**

Member Stanley presented the marketing updates, as follows:

- There have been 22 posts in the last 30 days, promoting the Farmers' Market and Music in the Park;
- The Elmvale Great Outdoors and Beach Lover Contest is a contest currently running with donations from Steelers and Country Diner for \$400;
- Next the BIA will launch a Pumpkin Carving Contest and Thanksgiving Window Decorating Contest;
- The Radio Campaign continues to run;

- There is a complimentary large banner at the top of the Springwater News about the Farmers' Market and Music in the Park; and
- Website Traffic: 1404 unique visits per day.

**Resolution**

Moved By: Stanley

Seconded By: Schell

That the Elmvale BIA approve an advertising budget in the amount of \$500 for August.

**Carried.**

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

Staff Liaison Belcourt made updates regarding:

- The Farmers' Market;
- New playground; and
- Commercial development in Elmvale.

**7. Adjournment**

**7.1. Adjournment**

**Resolution**

Moved by Stanley

Seconded by Schell

That this Elmvale BIA meeting held on July 20, 2023 does now adjourn at 6:42 PM. The Board will meet next on September 21, 2023 at 5:30 PM in person at the Springwater Library – Elmvale Branch.

**Carried.**

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Chair