



Minutes

Elmvale BIA Meeting

Thursday, September 21, 2023 – 5:30 p.m.

Springwater Library – Elmvale Branch & Zoom

Present:

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

Also Present:

Jodie Delgado
Erin Moriarty, Economic Development Assistant
Renee Ainsworth, Clerk

Regrets:

Todd Hutchinson
Al Pontes

1. Call to Order

1.1. Open Meeting

Resolution

Moved by Gilson
Seconded by Stanley

That this BIA meeting held on September 21, 2023 come to order at 5:38 PM.
Carried.

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on July 20, 2023

Resolution

Moved by Graveson
Seconded by Gilson

That the Committee of Adjustment minutes dated July 20, 2023 be adopted as presented.
Carried.

3. Guest

3.1 Board of Management Orientation (Presented by: Renee Ainsworth, Clerk)

The Township Clerk [presented](#) an overview on the roles and responsibilities of the BIA, as well as its Board of Management.

Clerk Ainsworth went on to note that on November 13 the BIA is invited to present their 2024 budget to Council. The BIA will discuss the 2024 budget further at its next meeting.

4. New Business (For Discussion)

4.1. Music in the Park 2023 Season Debrief

Music in the Park went well in 2023. The consensus was to continue again in 2024 subject to budget discussions.

4.2. OBIAA Membership

Resolution

Moved by Schell

Seconded by Stanley

That the BIA become an OBIAA Member with a membership fee of \$281.01.
Carried.

5 Appointment

5.1. Appointment of Secretary

Discussed advertising opportunities for the position to the membership. Clerks Department noted that they would be able to train the individual if needed.

Deferred to future meeting.

6 General Updates

6.1. New Businesses & Local Business Update

- G. Duke Vapes at 17 Queen Street West (Coming Soon); and,
- Bubs Street Food on Yonge Street in former Mr. Sub (Now Open).

It was noted that the sushi business on Queen Street East is having trouble with staffing but remains open as much as possible.

6.2. Library Update

Jodie Delgado announced library updates related to:

- Summer Reading Program;
- Elmvale Fall Fair;
- Dyslexia Awareness (October 12);
- Vaccine Clinic (October 19);
- Ontario Public Library Week (October 21); and,
- Upcoming Activities/Programs.

6.3 Financial Update

The summary of expenses to date were shared with the group. It was noted that there are a couple invoices pending approval which are not represented on the summary.

6.4 Marketing Update

Member Stanley presented the marketing updates and social media activity to the group. A social media pumpkin carving contest is planned for October following the Fall Fair.

Regular monthly advertisement in the Springwater News was discussed to get word out about the BIA and its meetings. Member Stanley to report back with a quote.

Christmas radio campaign to be discussed at the next meeting.

Resolution

Moved By: Stanley

Seconded By: Garwood

That the Elmvale BIA approve a social advertising budget in the amount of \$300, equating to \$100 per month for August, September and October.

Carried.

6.5 Springwater (Council & Staff) Update

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

- Springwater Farmers' Market – Elmvale;
- Elmvale Fall Fair;
- Swoop Fibre;
- Commercial Development in Elmvale; and,
- Remembrance Day Banners.

7. Adjournment

7.1. Adjournment

Resolution

Moved by Stanley

Seconded by Schell

That this Elmvale BIA meeting held on September 21, 2023 does now adjourn at 6:51 PM. The Board will meet next on October 19, 2023 at 5:30 PM virtually via Zoom.

Carried.

Chair

Elmvale BIA
July 20, 2023

