



Minutes

Elmvale BIA Meeting

Oct 23, 2025 – 5:30 p.m.

Springwater Room

Present:

Crystal Graveson - President

Jason Schell – Vice President

Sue Gilson – Treasurer

Brenda Stanley - Member

Sonya Hayes – Secretary

Oliver Ward – Township Liaison

Adam Thompson

Simon Sherwood

Abbey Warren

Shelly Columbus

Nancy Lapensee

Sheri Maynard

Limor Markman

1. Call to Order

Be advised that this Elmvale BIA Board meeting will be held on October 23, 2025, at 5:33 pm.

PM in person at the Elmvale Arena - Springwater Room.

1.1. Open Meeting

Resolution

Moved by Crystal

Seconded by Sonya

That this BIA meeting held on Oct 23, 2025, come to order at 5:33PM.

2. Previous Minutes

2.1. Minutes of the Elmvale BIA meeting held on Sept 16, 2025

Resolution

Moved by Crystal

Seconded by Sonya

That the Elmvale BIA minutes dated September 16th, 2025, be adopted as presented.

3. For Discussion

3.1 2025 Elmvale Farmers' Market & Christmas Night Market Update

Christmas Night Market

- Night market - main area of work at the moment is rounding up and getting all the vendors on board with payment. All outdoor vendors have paid.
- Discussions around passport - 10 locations for passport stamping
- Businesses who are participating need to deliver their \$50 gift from their business to Sonya at Studio 31. These donations will be the prizes for the passport holders.

4. General Updates

4.1 New Business and Local Business Update

- New Businesses - Liquidation Store?
- Clear Solutions - Accountant
- Absolute Ascent - AI to help small and medium business to help businesses increase their exposure providing automated business solutions, business solutions for marketing/billing...create solutions for all things business and streamlining, complex problem solving for business.
- Elmvale Community/Business Video
- 2025 Business Canvas - Package put together with information about the value of the BIA and joining. Package being put together pulling at available resources from the local community. Could possibly use snippets of the video for package promotion - accomplishments and highlights of the year.
- Date of Canvas to be determined.

4.2 Library Update (Jodie)

- No Report

4.3 Financial Update (Sue)

- Remaining balance September 30, 2025 - \$3525.00
- Inquire for reserve balance - Actioned by Oliver Ward

4.4 Marketing Update (Brenda)

- Lisa from Pet Valu and Tracy from Clearview Financial Solutions, contacted Brenda to give positive feedback about all we do.
- CTV Barrie - is coming to Elmvale on October 24 in the evening to promote the ball game at Palace and Steelers. This is a credit to the relationship we have with Bell Media.
- Premiere digital video to be able to tell the story of Elmvale. Video development continues throughout each season and each event to capture the “nature” of Elmvale. Footage of all major events in Elmvale - Maple Syrup, Summer Market, Fall Fair, and the Christmas Market and possibly the Tree lighting ceremony and the Santa Claus Parade.
- Advertising and marketing done through Social Media account.

4.5 Springwater (Council & Staff) Update (Oliver)

- Land Development talks continue - details to follow
- Crosswalk Update - some upset about the images not representing the aspect of Remembrance Day.
- Ontario Small Business Week to be discussed at a later date

5. Adjournment

5.1. Adjournment

Resolution:

Moved by Crystal Gravenson

Seconded by Jason Schell

That this Elmvale BIA meeting held on Oct 23th, 2025, does now adjourn at 6:26pm. The Board will meet next on November 26th, in-person at 5:30 pm, location Thompson Fireplaces and Living Spaces.

Carried.