



**ELMVALE BIA MONTHLY
MINUTES
June 16th, 2022 - 5:30PM
Video Conference Call**

Present:

Jay Schell, President
Kimberley Ashworth, Secretary
Sue Gilson, Director
Tim Ashworth, Director
George Cabral, Councillor
Melissa Small, Director

Also Present:

Brianna Belcourt, Liaison of Township
Kathrin Veenstra, Marketing Specialist

Regrets:

Ashley Bates, Director, Todd Hutchinson, Director, Brenda Stanley, Director, Jodie Delgado, Springwater Library

1. CALL TO ORDER

1.1. Call to order and welcome to guests 5:30 P.M.

RECOMMENDATION BIA-23-2016

Moved by: Jay Schell

Seconded by: Kimberley Ashworth

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:30 PM June 16th, 2022

CARRIED.

2. APPROVAL OF THE MINUTES

RECOMMENDATION-BIA-22-2016

Moved by: Jay Schell

Seconded by: Tim Ashworth

That the minutes of May 19th, 2022 are approved as revised. **CARRIED.**

3. **BUSINESS ARISING FROM THE MINUTES**

New businesses continue with a new Sushi restaurant in the previous Retro Espresso. Not sure as yet when they will open.

Marketing grant is approved from the RT07 for both the Sci Fi Festival and the Music in the Park for \$1000.00 each.

Kathrin will promote the availability of the Associates membership online in case businesses not in commercial properties or in the Catchment area will have access to participate and be heard.

4. **DISCLOSURE OF PECUNIARY INTERES**

N/A

5. **DISCUSSION/COMMITTEES**

5.1 Music in the Park

Bringing to a vote to develop posters for Music in the Park. It is anticipated that \$200.00 would be needed to create them.

Moved by: Kimberley Ashworth

Seconded by: Jay Schell

Unanimous vote, motion carried

Tim will contact Shane about a speaker for use in the parkette.

5.2 Sci Fi Fantasy Festival Update

5000-6000 unique impressions left per week for the Sci Fi Festival. People are responding and seem excited about the even.

Kathrin to do a press release prior to the event.

5.3 Great Waterfront Trail Adventure Rest Stops

BIA approval to contribute \$500.00 and match Townships \$500.00 for promo item give away.

Moved by: Jay Schell

Seconded by: George Cabral

Unanimous vote. Motion Carried

Kathrin to assist in design with slogan “Thank you for Cycling Elmvale and share with Brianna.

Jay reminds George and Brianna that we need to make sure that the Elmvale BIA is given recognition for its involvement as that was not acknowledged for the Farmer’s Market.

6. Updates from Council

There will be a new Life Labs in town to serve the community in conjunction with the Georgian Bay Physicians.

Additionally, the ‘Disconnect from Work’ initiative is being promoted through the Township staff and is encouraged for all local businesses so that personnel may have their own personal time – work free.

There is a new firehall being built on the south end of Springwater & George shares a digital rendering.

Finalization to come on the Rainbow crosswalk in Elmvale, which will most likely be the crosswalk outside the Elmvale Branch of the Springwater Library.

7. NEW BUSINESS

N/A

8. Open Discussion/Question Period

Kimberley reads the following from Jodie regarding Library updates:

Library happenings:

Summer Reading registration has started online and activities being July 4.

Keep checking our website and Facebook page for more details as we're offering both live and virtual programs, and lots of prizes!

Chalk the Block is back the first week of July. Come beautify our entrance and street corner with your chalk drawings.

We are hoping to start a new Friends of the Library group to help promote the library and fundraise. More information on joining will be out this summer.

ADJOURNMENT

RECOMMENDATION-BIA-25-2016

Moved by: Jay Schell

Seconded by: Kimberley Ashworth

Unanimous Vote. Motion Carried

THAT this meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:42 pm to meet next July 21st, 2022 at 5:30 pm, by Video Conference call.

Jay Schell, Chair

Kimberley Ashworth, Secretary