



**ELMVALE BIA MONTHLY
MINUTES
April 21st, 2022 - 5:30PM
Video Conference Call**

Present:

Jay Schell, President
Kimberley Ashworth, Director/Secretary
Sue Gilson, Director/Treasurer
Brenda Stanley, Director
Brianna Belcourt, Township Liaison
George Cabral, Councillor
Todd Hutchinson, Director
Tim Ashworth, Director
Melissa Small, Director

Also Present:

Jodie Delgado, Springwater Library

Regrets:

Ashley Bates, Director, Kathrin Veenstra, Marketing Coordinator

1. CALL TO ORDER

1.1. Call to order and welcome to guests 5:32 P.M.

RECOMMENDATION BIA-23-2016

Moved by: Jay Schell

Seconded by: Tim Ashworth

THAT this general Meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:32 PM April 21st, 2022.

CARRIED.

2. **APPROVAL OF THE MINUTES**

RECOMMENDATION-BIA-22-2016

Moved by: Jay Schell

Seconded by: Tim Ashworth

THAT the minutes of March 17th , 2022 are approved as revised.

CARRIED.

3. **BUSINESS ARISING FROM THE MINUTES**

Jeff Schmidt discusses with the BIA the initiative to pay personnel, approved by the Township to erect and tear down the Farmer's Market each week. The Township requests the BIA to support ½ of that endeavour up to \$2500.00 of the value required. Board to vote after Jeff departs.

4. **DISCLOSURE OF PECUNIARY INTERES**

N/A

5. **DISCUSSION/COMMITTEES**

5.1 Farmers Market

After Jeff's departure, the BIA discusses if it will participate in financial support for personnel for half wages for set up and tear down of the Farmer's Market up to \$2500.00, strictly for 2022. Bob Simmons to head up the Farmer's Market, and will receive a portion of the value of vendor fees, as well as payment for insurance. George also indicates that the BIA should receive due recognition.

Motion Moved by: Brenda Stanley

Seconded by: Melissa Small

Vote: 6-1 for

Motion Passed

5.2 Marketing

Online is bustling, lots of reaction and businesses continue to update their Virtual Elmvale!

5.3 Sci Fi Festival

Still working on attractions, things are much more expensive this year. Trying to find alternate ways to secure interesting attractions. Meeting forthcoming.

5.4 Music In the Park

Shane Cloutier has started working on bookings. His opinion is to NOT pair up a talent show with the acts that are booked.

Jay intimates that it's probably in all our best interest to NOT do the Talent show this year until we have more people available to participate in the running of it. Everyone agrees.

6. Updates from Council

Great Lakes Cycling is looking for towns to participate in welcoming and providing useful and branded give aways. Elmvale is the final stop, the afternoon of August 7th.

Brianna to send around the powerpoint presentation with other townships incentives.

Cyclists will come out at the Heritage Park.

Brianna asks for repeat support of Remembrance Day Banners of \$1000.00.

Moved By: Jay Schell

Seconded: Tim Ashworth

Unanimous Vote

Motion Carried.

7. NEW BUSINESS

Associate membership is to move forward and it is discussed that the levy for associate membership be the same as the current levy for already involved businesses. Brianna to advise Jennifer Marshall to send Kimberley a sample application.

Moved By: Jay Schell

Seconded: George Cabral

Unanimous Vote

Motion Carried.

8. Open Discussion/Question Period

Jodie Delgado highlights that the Library has doubled it's circulation in March. The library provides masking hours of 10-12.

Face to face programs are beginning, and the summer reading program will kick off after the Victoria Day weekend.

She also mentions that the Elmvale Share Ware will play host to a prom dress/graduation dress give away.

ADJOURNMENT

RECOMMENDATION-BIA-25-2016

Moved by: Jay Schell

Seconded by: Melissa Small

THAT this meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:47 pm to meet next May 19th, 2022 at 5:30 pm, by Video Conference call.

Jay Schell, Chair

Kimberley Ashworth, Secretary