



**ELMVALE BIA MINUTES of the  
May 27th, 2021 - 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:**

Michael Jacobs, Springwater News  
Jodie Delgado, Elmvale Library  
Kathrin Veenstra, Marketing Specialist  
Brianna Belcourt, Liaison of Township  
Dusin Hyden, Hyden  
Renee Ainsworth, Township Clerk

**Regrets:**

Ashley Bates, Director, Todd Hutchinson, Director, Brenda Stanley, Director

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**1. CALL TO ORDER**

1.1. Call to order and welcome to guests 5:37P.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 5:37 PM May 27th, 2021

**CARRIED.**

**2. APPROVAL OF THE MINUTES**

**RECOMMENDATION-BIA-22-2016**

**Moved by: Jay Schell**

**Seconded by: Sue Gilson**

That the minutes of March 18<sup>th</sup> , 2021 are approved as revised. **CARRIED.**

3. **BUSINESS ARISING FROM THE MINUTES**

COVID numbers beginning to go down, will see a soft opening soon. .

4. **DISCLOSURE OF PECUNIARY INTERES**

2019 Audit not yet complete

5. **DISCUSSION/COMMITTEES**

**5.1 Hyden, Midland**

Dustin Hyden presents himself, as a locally situated web support person to help Elmvale businesses get digitized. Provides some clarity on Digital Main Street.

**5.2 Sci Fi Fantasy Festival Update**

Cutting off at 500 people, with discretionary access to more if a “line up” is waiting to attend the day of.

**5.3 Updated By-Laws**

Renee presents a quick overview of the updated by-laws. Highlighted items:

- There will be the available for space on the BIA for Associate memberships: non-voting persons representing other local businesses that do not qualify for the the Catchment Area. The fee for this will be decide upon at the AGM.
- It is imperative that we reach out to the Township in the event the Board requires a ‘closed’ session to make sure it is arranged appropriately.
- Proxy votes are NOT allowed under the By-laws. Those not in attendance/virtual attendance for the meeting will not be counted.
- Council Members are allowed to sit on the Board.
- Duties outlined for Township Liaison.

The updated by-laws will continewhen the new deputy clerk is selected; aiming for the fall of 2021. In the meantime, Renee will send the new draft by-law for the Board Members to review.

Kimberley requests that the By-Laws include a table of contents for easy reference.

#### **5.4 Removal from Board Membership**

Kimberley indicates no response from absentee board members, Ashley and Todd. Removal and resolution to be addressed at the next meeting.

### **6. Updates from Council**

The OPP servicing board are formatting a new committee consisting of 12 members (2 municipality, and one member at large) to help implement new broad band services to improve Springwater digital connectivity.

The Springwater – Elmvale’s Farmer’s Market opens June 18<sup>th</sup>, through to September 2<sup>nd</sup> 2021. The Market will continue to run every Friday from 9 am – 2 pm. Masks are mandatory.

New floral baskets to be hung along the main street in Elmvale this coming week.

Virtual job fair, coming up June 2nd 2021 between 10 a.m. & 2 p.m. for local businesses and job seekers, [simcoe.county.ca](http://simcoe.county.ca) website. Currently, one local business is registered as an employer.

Ask the expert series continues on June 9th 10:00 a.m.. This session focuses on women in business and COVID 19 impacts on women in business.

The Township is looking for partnership opportunities and new ideas for a mural on the west wall of the Knox Building (community hall) focusing on the history of Springwater. We want to make it INSTAGRAM worthy! The idea was well received by the members and it was noted the BIA would be interested in further discussing opportunities for partnership in the future.

7. **NEW BUSINESS**

Brianna inquires about the number of Remembrance Day Banners to put forward the suggestion to purchase 16 more. Total spend for 2020 was \$2000.00, split with the Economic Development Committee.

Jay proposes a motion for the BIA to cover ½ the spend for a second year and budget \$1200.00 for the initiative.

**Moved by: Jay Schell**

**Seconded by: Kimberley Ashworth**

**Voted Unanimously**

**Motion Carried**

**Open Discussion/Question Period**

8.

Mike Jacobs is in the process of selling the Springwater News. The BIA thanks him for his many years of hard work and local promotion.

Jodie thanks those who participated in the Mother's Day Springwater Smiles program. 50 bags were donated, 25 of them by the Lion's Club.

The Library crafting mask making video goes up next Thursday and will tag the Sci Fi festival when it's put up.;

Summer reading program is starting at the Springwater Library. MMP Doug Downey is a guest reading. Story walk also kicked off in surrounding areas. Additionally, there is a story contest for kids including a read aloud and animation component.

A June beeswax program with one on one help for seniors who are working with Zoom. This is provided by a Seed Grant for Seniors which covers all supplies for a limited number of participants

**ADJOURNMENT**

**RECOMMENDATION-BIA-25-2016**

**Moved by: Jay Schell**

**Seconded by: Kimberley**

THAT this meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:55 pm to meet next June 17<sup>th</sup> , 2021 at 5:30 pm, by Video Conference call.

**Jay Schell, Chair**

**Kimberley Ashworth, Secretary**