



ELMVALE BIA AGM MINUTES
November 18th, 2021 - 5:30PM
Video Conference Call

Present:

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

Also Present:

Jennifer Marshall, Deputy Clerk Township
of Springwater
Honourable Don Allen, Mayor of
Springwater
Christine Gillespie, Communications
Officer Township of Springwater
Jodie Delgado, Springwater Library

Regrets:

Ashley Bates, Director
Todd Hutchinson, Director

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: George Cabral

THAT this general Meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:32 PM November 18th, 2021.

CARRIED.

2. **APPROVAL OF THE MINUTES**

RECOMMENDATION-BIA-22-2016

Moved by: Jay Schell

Seconded by: Melissa Small

THAT the minutes of October 21st , 2021 are approved as revised.

CARRIED.

3. **BUSINESS ARISING FROM THE MINUTES**

N/A moving directly to AGM Meeting

4. **DISCLOSURE OF PECUNIARY INTERES**

Reviewed as part of AGM presentation

5. **DISCUSSION/COMMITTEES**

5.1 Radio Ads for Holiday Season

Brenda requests to have the budget increased by \$2,400.00 for additional holiday season radio ads. Unanimous vote.

Moved by: Brenda Stanley

Seconded by: Jay Schell

CARRIED

5.2 LED Sign

Township is planning an LED sign somewhere in the village, but the BIA intends to continue its effort for a village centric sign, that serves businesses and the community.

5.3 Marketing Update

400+ unique IP's clicking on Virtual Elmvale a day

1200 Facebook Followers

Instagram continues to grow

5.4 AGM Presentation

Hosted mainly by Brenda, see powerpoint presentation:

- Summary of the purpose and Mission Statement for the Elmvale BVI
- 2021 Successes (Snow Man contest, Sci Fi Festival, Music In the Park, Remembrance Day Banners)
- Review of Budget and Surplus
- Review of online presence of Virtual Elmvale and the Elmvale BIA website
- Initiatives for 2022
- Mayor Allen speaks, thanks the BIA for their service, and offers encouragement for the future.

5.5 Snowman Contest

This will be repeated from December 22nd, 2021 through to January 22nd, 2022 with baskets themed on 'home', 1st, 2nd 3rd, 200,150 & 75.00 respectively. Unanimous vote on value

Moved by: Kimberley Ashworth

Seconded by: Melissa Small

5.6 Budget Increase

With so much in reserve, the BIA will put forward a resolution to increase the 2022 budget by \$10,400.00 to make the total \$31,500.00. Kimberley to draft the resolution and Mayor Allen recommends the BIA to speak with the Finance Director for guidance on how to execute. This is followed up by unanimous vote to move forward with the 2022 increase.

Moved by: Jay Schell

Seconded by: Tim Ashworth

6. Updates from Council

Jennifer Marshall reviews and responds to items from the October meeting:

To move forward with either a Petty Cash fund or BIA Cheques, the BIA must speak with the Finance Director. After reviewing, there are differing methods that other BIA's use to pay for day to day operational items & services.

The Conflict of Interest section of the new Township Bylaws will not be copied into the BIA Bylaws but has the process to follow. To view the Conflict of Interest specifics mirrored by the BIA from the Township Bylaws, consult the Springwater website.

Jennifer presents the Associate Memberships draft. Motion is made to approve the draft to make it official. Unanimous vote taken.

Moved by: Brenda Stanley

Seconded by: Kimberley Ashworth

NEW BUSINESS

N/A

Open Discussion/Question Period

7.

Congratulations to Linda Belcourt for buying and continuing the Springwater News.

Suggestions for an online repository for veteran photos to collect the areas images for future Remembrance Day banners.

Jodie thanks everyone for Auction items.

The Maple Syrup Festival committee will be doing the Christmas Tree lighting this year, most likely the last week of November. The Lion's Club will be riding through town on December 5th, 2021

The Junior Farmers Tractor Parade will be held December 3rd, 2021

8.

ADJOURNMENT

RECOMMENDATION-BIA-25-2016

Moved by: Jay Schell

Seconded by: Tim Ashworth

THAT this meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 7:39 pm to meet next January 20th, 2022 at 5:30 pm, by Video Conference call.

Jay Schell, Chair

Kimberley Ashworth, Secretary

Township of Springwater
Elmvale Business Improvement Area
