



**ELMVALE BIA MONTHLY  
MINUTES  
February 17<sup>th</sup>, 2022 - 5:30PM  
Video Conference Call**

**Present:**

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

**Also Present:**

Jodie Delgado, Springwater Library  
Michael Jacobs  
Tina Breen, The Tiny Art Shack

**Regrets:**

Ashley Bates, Director

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**1. CALL TO ORDER**

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

**RECOMMENDATION BIA-23-2016**

**Moved by: George Cabral**

**Seconded by: Sue Gilson**

THAT this general Meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:32 PM February 17<sup>th</sup>, 2022.

**CARRIED.**

2. **APPROVAL OF THE MINUTES**

**RECOMMENDATION-BIA-22-2016**

Moved by: Brenda Stanley

Seconded by: Melissa Small

THAT the minutes of January 20<sup>th</sup> , 2022 are approved as revised.

**CARRIED.**

3. **BUSINESS ARISING FROM THE MINUTES**

N/A

4. **DISCLOSURE OF PECUNIARY INTERES**

N/A

5. **DISCUSSION/COMMITTEES**

**5.1 Marketing Review**

Snowman contest was great, leaving voting open until March 1<sup>st</sup>, 2022. This endeavour yielded 45,000 online impressions.

Sue Gilson to pick the winner, and images will be put into drop box for picking.

The prizes can be picked up at the library. Library staff to take pictures with the winners.

Brenda proposes new Radio ad campaign for April, but vote was not passed as the event doesn't occur near enough any of the BIA events.

**5.2 Music in the Park**

Can the BIA incorporated the "Elmvale has Talent" event into the Music in the Park event?

Kimberley & Tim to discuss with Shane.

### **5.3 Sci Fi Festival**

Committee is meeting scheduled for February. Kimberley requests to have the budget increased to \$11,000.00 in order to further the reach of media, radio and roadside campaign. This will be revisited after RT07 investigation on what is allowable.

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

Staff Service awards given out at the last Council meeting. Page 8 of the current Springwater News lists all the names of recipients.

There are approximately 100-150 new homes approved to be built behind Tim Hortons/Celebrity Auto Sales.

\$115,000 of infrastructure funding has been provided for Archer Crescent, and an additional \$195,000 for Nash and Betram in Elmvale.

Brianna indicates that the new Constitution for the Township, with flow down to the BIA Board is now in affect.

The Farmer's Market is now seeking a group or individual to run it, as the previous organizer resigned.

The Staycation Tax Credit has been introduced to encourage people to explore the province of Ontario, rather than go away.

### **7. NEW BUSINESS**

N/A

### **Open Discussion/Question Period**

### **8.**

Jodie Delgado advises that the library is OPEN, and the Springwater Smiles Mother's Day Campaign will take off again this year and local businesses are encouraged to donate \$50.00 or gift type items for the gift baskets.

Tina Breen presents the Night Market Idea for the up coming summer fall period with a draft of possible budgets to be explored. It is acknowledged that this is fledgling and would require a committee to execute the idea. It's a work in progress!

**ADJOURNMENT**

**RECOMMENDATION-BIA-25-2016**

**Moved by: Brenda Stanley**  
**Seconded by: Melissa Small**

THAT this meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:45 pm to meet next March 17th, 2022 at 5:30 pm, by Video Conference call.

**Jay Schell, Chair**

**Kimberley Ashworth, Secretary**