



**ELMVALE BIA MONTHLY  
MINUTES  
January 20<sup>th</sup> 2022 - 5:30PM  
Video Conference Call**

**Present:**

Jay Schell, President  
Kimberley Ashworth, Director/Secretary  
(Partial Meeting)  
Sue Gilson, Director/Treasurer  
Brenda Stanley, Director  
Melissa Small, Director  
George Cabral, Councillor  
Kathrin Veenstra, Marketing Coordinator

**Also Present:**

Jodie Delgado, Springwater Library

**Regrets:**

Ashley Bates, Director  
Tim Ashworth, Director

---

**1. CALL TO ORDER**

1.1. Call to order and welcome to guests 5:31 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 5:31 PM January 20<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 November 18<sup>th</sup>, 2021, AGM 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 Marketing Review**

Kathrin reviewed the Snowman Contest - deadline was extended due to the mild weather in December entries are starting to increase now

ROT7 funding has opened and will pursue funding for Sci Fi Festival

Kathrin to meet with Tiny Art Shack in Feb to put together proposal for possible summer event

**5.2 Music in the Park**

Discussion on possible expansion of the type of music, contests, involving radio ads

Action Item - Jay to speak to Shane, the contact for previous years to get the ball rolling

Discussion on children's programming and performers

Addition of contests, Eg. "Elmvale has talent"

### **5.3 Sci Fi Festival**

Committee is meeting end of January to work on live event possibility

Melissa to confirm and advise new date

Kimberley to check in and make sure the community centre is available.

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

Councillor Cabral reported on the December 15<sup>th</sup>, 2021 Council meeting and the following was discussed:

- Reviewed the approval of the design for the new fire hall,
- Budget meeting held on Dec 16 with a 2% tax increase
- BIA bylaws was approved Jan 17, 2022

Noted updated fee schedules which are now on the Township Springwater's website and encourage attendees to review and become familiar with

### **7.**

#### **NEW BUSINESS**

N/A

### **8. Open Discussion/Question Period**

Review of the radio ads program from Christmas and using ads for future events such as Music in the Park

Discussion of possible candidates for leading up the Farmer's Market.

**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 6:30 pm to meet next February 17th, 2022 at 5:30 pm, by Video Conference call.

**Jay Schell, Chair**

**Kimberley Ashworth, Secretary**