



**ELMVALE BIA MINUTES of the
July 15th , 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
Brenda Stanley, Director
Todd Hutchinson, Director

Also Present:

Jodie Delgado, Elmvale Library
Kathrin Veenstra, Marketing Specialist

Regrets:

Ashley Bates, Director, Brianna Belcourt, Township Liaison

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: Brenda Stanley

THAT this general meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:30 PM July 15th, 2021

CARRIED.

APPROVAL OF THE MINUTES

2.

RECOMMENDATION-BIA-22-2016

Moved by: Jay Schell

Seconded by: Brenda Stanley

That the minutes of June 16th, 2021 are approved as revised. **CARRIED.**

3.

BUSINESS ARISING FROM THE MINUTES

Some new businesses while we enter Stage 3 of opening:

Harbour Life Natural Path Holisitics

Four Corner Tea Room

4.

DISCLOSURE OF PECUNIARY INTERES

NA

5.

DISCUSSION/COMMITTEES

5.1 Village Clean Up

Weed machine needs to come around again. George suggests we report a concern through parks and recreation department of the Township.

5.2 Sci Fi Fantasy Festival Update

Testing is underway and so far so good with results. The platform looks great and we have all the guests on board. Kimberley, Brenda, Melissa and Kathrin have reviewed the platform.

5.3 Virtual Elmvale Initiatives

The Fall Fair is going to be a virtual and drive thru dinner event July 24th, 2021 5PM-7PM and meals need to be preordered.

Regarding the BIA's initiatives on the website, local businesses are still not readily updating their profiles in large part, however, the BIA will focus on promoting sector of services.

6. Updates from Council

The Farmer's Market needs better weather; has a lot of vendors.

The Township is looking to install banners highlighting Big Brothers and Big Sisters program.

Township is working with the County on a framework to integrate different sources, including Food Banks and other resources to help people secure food and other necessities.

George highlights that development charges on brand new builds ONLY will be waived. This clarity was just announced.

7. NEW BUSINESS

Possible Corn roast discussion perhaps for end of summer or early 2022.

8. Open Discussion/Question Period

The Springwater News has now been taken over by Deanna Woods, the bookkeeper for the time being, and has a new vision for the paper. Local businesses are encouraged to advertise in the paper.

The Country Diner has now added Soft Serve Ice Cream to their food options!

Doug Downey, our MPP is going to be hosting a story time through the local libraries.

History of Elmvale virtual event through the local channel will be advertised through the Springwater Library.

The end of August will host a Library End of Reading program party at Heritage Park, details forthcoming.

ADJOURNMENT

RECOMMENDATION-BIA-25-2016

Moved by: Jay Schell

Seconded by: Kimberley Ashworth

THAT this meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:30 pm to meet next September 16th , 2021 at 5:30 pm, by Video Conference call.

Jay Schell, Chair

Kimberley Ashworth, Secretary