



**ELMVALE BIA MINUTES of the
June 17th , 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
Brianna Belcourt, Liaison of Township

Regrets:

Ashley Bates, Director

1. CALL TO ORDER

1.1. Call to order and welcome to guests 5:30 P.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 5:30 PM June 17th, 2021

CARRIED.

2. APPROVAL OF THE MINUTES

RECOMMENDATION-BIA-22-2016

Moved by: Jay Schell

Seconded by: Brenda Stanley

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

3. **BUSINESS ARISING FROM THE MINUTES**

Everyone is busy, lots of people frequenting local open businesses.

4. **DISCLOSURE OF PECUNIARY INTERES**

NA

5. **DISCUSSION/COMMITTEES**

5.1 Picture This Advertising

Unanimous vote to advertise the BIA in the Picture This area map. \$395.00 for the BIA. (\$99.00 per business)

Moved by: Brenda Stanley

Seconded: Kimberley Ashworth

Motion Carried

5.2 Sci Fi Fantasy Festival Update

Investments have been made to ensure the best metrics to measure the social media and pings. There will be 30 banners rotating advertising what Elmvale has to offer. Spaces are limited to 500 free entrants, excluding organizers, panelists & vendors. Motion is forwarded to charge 10.00 for anyone after the 500th person. \$3 kept for BIA coffers and the balance goes to the Foodbank. Vote is unanimous.

Motion: Kimberley Ashworth

Seconded: Jay Schell

Motion Carried

Brianna requests verbiage about the Sci Fi Fantasy Festival to be advertised on the Township website.

5.3 Virtual Elmvale Initiative

This endeavour is finally making traction. Local businesses are making contact to ask for corrections and how to make corrections.

5.4 Board Membership

Kimberley reviews requirements and renewal and amendments to BIA By-Laws.

6. Updates from Council

A new quality care program has been approved by Township Council, creating a partnership with Collingwood, Clearview and Wasaga, developing healthy communities outside of the policing communities.

The Elmvale Lion's Club moves forward with donating benches to the local parks.

The current cannabis interim zoning by-law has been extended by 6 months.

The Township is working on digital sign programs, partnering with the Lion's Club, Maple Syrup Festival and looking to digitize. The Lion's Club donated funds in agreement with the Township of Springwaer, Anton mills, and Hillsdale. The destinations at this time are possibly Hwy 26 andd Hwy 90 possibly. These digitized signs will not contain commercial aspects at this time. George shares his screen with like signs in the surrounding areas.

The Township office has reopened on rotating schedule, appointments are encouraged. June 23rd, the next Ask the Expert focusing on: insights of automation and digital marketing.

NEW BUSINESS

Next meeting of Sci-Fi Festival scheduled for June 24th , 2021 with committee.

7. Open Discussion/Question Period

The Farmers Market has begun, masks are required. Kathrin, Jodie and Kathrin will ensure that flyers for the Sci Fi are at the weekly market.

The flower planters have been hung along Queen and look great!

The Tiny Art Shack provides a great photo opportunity with the “Wings” out front. For each share of a photo, The Tiny Art Shack will donate to the Wye Marsh.

Jodie indicates that the Library is opening in Stage 2. Additionally, there is no more requirement to quarantine books.

There will be two different stories rotating from the North end to the South end of the walkabout trail, and all resources for the mask making activity hosted by the Library have been taken, a GREAT response for this initiative. Hoping to see submissions to the Sci Fi Festival.

ADJOURNMENT

8. 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 6:35 pm to meet next July 15th , 2021 at 5:30 pm, by Video Conference call.

Jay Schell, Chair

Kimberley Ashworth, Secretary