



**ELMVALE BIA MONTHLY
MINUTES
March 17th, 2022 - 5:30PM
Video Conference Call**

Present:

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

Also Present:

Jodie Delgado, Springwater Library

Regrets:

Ashley Bates, Director, Melissa Small, 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: 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 March 17th, 2022.

CARRIED.

2. APPROVAL OF THE MINUTES

RECOMMENDATION-BIA-22-2016

Moved by: Brenda Stanley

Seconded by: Sue Gilson Seconds

THAT the minutes of February 17th , 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

Update with websites and social media: 7354 visits in January & February, with lots of commenting in February. Momentum keeps building, and visits keep building with the Virtual Elmvale initiative.

5.2 Music in the Park

Kimberley will be touching base with Shane to discuss Talent Show/Music in the Park Collaboration.

Will update with results for the next meeting.

Kathrin to post 'Save the Date' to drum up interest in the Talent Show.

Dates of performances will be June 25th – Aug 27th.

5.3 Sci Fi Festival

Kimberley updates where we are at and who so far is booked. Several barriers with respect to pricing as everything seems to have gone up this year.

6. **Updates from Council**

Bursary availability has opened up.

The Township has granted a 1000 & 2000 dollar bursary for a candidate that has permanent residency, and provides a 500 word essay.

There will be no aerial spray this year for gypsy moths.

Jay indicates that the snow removal for this past winter was done well, and street sweeping has begun.

George will pass along appreciation.

NEW BUSINESS

7. HUB interview with 880, will the BIA participate in their interviewing process?
To discuss.

Open Discussion/Question Period

8. Jodie Delgado sends appreciation for all donations for Elmvale Smiles, which includes 35 bags for Mother's Day. The book club is moving forward, and room rentals are back in the swing of things at the Library. Programming is booked 3 months out.

Basket winnings with pictures were handed out of the library.

The proposed new Cannabis store is not moving forward at this time.

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

Township of Springwater
Elmvale Business Improvement Area
