



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

**Present:**

Jay Schell, President  
Sue Gilson, Treasurer  
Kimberley Ashworth, Secretary  
Tim Ashworth, Director  
Matt Garwood, Councillor  
Todd Hutchinson, Director,  
Brenda Stanley, Director,

**Also Present:**

Michael Jacobs  
Linda Belcourt, Springwater News

**Regrets:**

Ashley Bates, Director, Jodie Delgado, Springwater Library,  
Brianna Belcourt, Liaison of Township, Melissa Small

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**1. CALL TO ORDER**

1.1. Call to order and welcome to guests 5:34 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 November 17th, 2022

**CARRIED.**

**APPROVAL OF THE MINUTES**

**2.**

**RECOMMENDATION-BIA-22-2016**

**Moved by: Brenda**

**Seconded by: Jay Schell**

Vote to approve, unanimous

**CARRIED.**

3. **BUSINESS ARISING FROM THE MINUTES**

N/A

**DISCLOSURE OF PECUNIARY INTERES**

N/A

4.

5. **DISCUSSION/COMMITTEES**

**5.1 Music in the Park**

A definite go, the latest idea is to have a talent show featuring the kids at EDHS. Jay to speak to the Music Director at the school

**5.2 New Event Schedule Development**

It's decided that instead of the Elmvale Sci Fi Fantasy Street Party the BIA will focus on monthly events, smaller scale to engage and bring people to Elmvale.

**5.3 Christmas Radio Promotion**

This was a success and all spots are filled with maximum amount of dollars being allocated.

**5.4 Christmas in Elmvale**

Offering businesses an opportunity for a window light up contest, and local businesses to send pics of their windows promoting the last week of November.

Prizing to be worth \$350.00 ad in the Springwater News for ¼ page ad. Run from December 1-24.

### **5.5 Christmas in Elmvale**

The Lion's Club reached out to ask if the BIA wants a float in the Santa Clause Parade Dec 4<sup>th</sup>. Kimberley, Sue & Jay to march with a joint display with Steeler's.

### **5.6 Nominations and Nomination Committee**

Brenda will be nominating Linda Belcourt for the BIA Board.

The following, by resolution have been chosen to act as the nomination committee:

**George Ligowski – G&S Computers**  
**Ryan Renolds – Elmvale Foodland**  
**Mark Ouellette – Beacocks Auto Repair**

**Resolution moved by: Kimberley Ashworth**

**Seconded by: Brenda Stanley**

**Vote result: Unanimous**

Resolution to be provided to the Township prior to next meeting

### **5.7 Donation to the Elmvale District Foodbank**

Brenda challenges the Board of Directors to donate to the Elmvale District Foodbank, as Ryan Reynolds of Foodland will match dollar for dollar. Sue & Jay on behalf of Steeler's will donate \$50.00, Tm and Kimberley of TAG Painting will donate \$50.00

## **6. Updates from Council**

New Council is just seated will update in December.

**NEW BUSINESS**

2023 ideas for events:

- Shown & Shine events
- Village Dance
- Promote BIA more in these events
- Create packages/welcome gifts for new businesses
- Get more businesses involved with the BIA

7. **Open Discussion/Question Period**

NA

8. **ADJOURNMENT**

**RECOMMENDATION-BIA-25-2016**

**Moved by: Jay Schell**

**Seconded by: Tim Ashworth**

**Unanimous Vote. Motion Carried**

THAT this meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:34 pm to meet next December 15th, 2022 at 5:30 pm, by Video Conference call.

**Jay Schell, Chair**

**Kimberley Ashworth, Secretary**