



**ELMVALE BIA MINUTES of the  
Annual General Meeting  
November 19th, 2020 - 5:30PM  
Video Conference Call**

**Present:**

Jay Schell, President  
Kimberley Ashworth, Secretary  
Sue Gilson, Director  
Tim Ashworth, Director  
Ashley Bates, Director  
Todd Hutchinson, Director  
Brenda Stanley, Director  
Brianna Belcourt, Liaison of Township  
George Cabral, Councillor  
Kathrin Veenstra Marketing Specialist  
Melissa Small, Director

**Also Present:**

Jennifer Coughlin, Deputy Mayor  
Michael Jacobs, Springwater News  
Jodie Delgado, Elmvale Library  
Stacey Gateman, Remax  
Julie Murray  
Bob Ironside  
Hale Mahon, Doug Shipley's Office  
Chris Vonditsianos, Digital Main Street  
Justin Frenette, Hey Local

**Regrets:**

Bob Simmons, Treasurer

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**1. CALL TO ORDER**

1.1. Call to order and welcome to guests 5:34P.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 5:34 PM November 19<sup>th</sup>, 2020

**CARRIED.**

2. **APPROVAL OF THE MINUTES**

**RECOMMENDATION-BIA-22-2016**

**Moved by: Jay Schell**

**Seconded by: Brenda Stanley**

THAT the minutes of October 15th, 2020 are approved as revised.

**CARRIED.**

3. **BUSINESS ARISING FROM THE MINUTES**

Jay reminded the group that going forward any changes and discussion of previous meeting minutes are to be sent through email prior to next meeting.

4. **DISCLOSURE OF PECUNIARY INTERES**

See presentation

5. **DISCUSSION/COMMITTEES**

**5.1 AGM PowerPoint Presentation**

Brenda, Jay & Kimberley shared a powerpoint presentation, highlighting the following:

- BIA mission statement;
- Successes during 2020, despite it's barriers;
- Events/initiaitives covered off through the year;
- Financial overview;
- Appreciation to Mike Jacobs for his help in allowing the BIA to advertise in the Springwater News;
- Responese to radio ads, gift card drive and Veterans banners along Queen – all positive!;
- It was proposed that the budget remain the same for 2021;
- \$47,000.00 in the bank;
- Appointment of Baker Tilly KDN LLC as auditor for 2021, however 2019 is not yet finished and cannot be presented at this time; and.
- Brenda introduces the latest initiative in Virtually Elmvale.

Following the presentation, Councillor Cabral and Brianna provided a brief municipal update regarding:

- Light Up Springwater;
- New Christmas Banners;
- Community Improvement Plan; and,
- 2019/2020 Economic Development Update report which was recently presented to Council.

### **5.2 Presentation from Digital Main Street**

By Chris Vonditsiano –

Chris provided a presentation about the Digital Main Street and Beyond, and the ShopHere programs currently available to local business owners. The programs are intended to build/expand an online presence for local businesses. The programs are free! Elmvale businesses can contact the Small Business Enterprise Centre at 705-720-2445 or [digitalsquad@barrie.ca](mailto:digitalsquad@barrie.ca) to participate or for more information.

### **5.3 Presentation from Hey Local**

By Justin Frenette –

Justin provided a presentation about HeyLocal, a web and mobile aggregator (marketplace) that allows business to feature their products and have local consumers easily discover, shop, and purchase from many local retailers in one single platform. Visit [HeyLocal.ca](http://HeyLocal.ca) for more information.

### **5.6 Council & Notes from Council**

See above.

## **6. NEW BUSINESS**

None.

### **Open Discussion/Question Period**

Online Auction for Elmvale Library is November 30<sup>th</sup>, 2020

BIA board agrees to meet again in December as it is digital: December 17<sup>th</sup>, 5:30PM. Would like to vote on budget and a few other initiatives prior to the new year.

Discussion to continue December 17<sup>th</sup> on Bob Ironside becoming a member on the Board.

Brianna to reach out to the Clerks Department to see if Sue Gilson could become the Treasurer.

### **ADJOURNMENT**

#### **7. RECOMMENDATION-BIA-25-2016**

**Moved by: Jay Schell**

**Seconded by: Kimberley**

THAT this Annual General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 7:30 pm to meet next Thursday, December 17<sup>th</sup>, 2020 at 5:30 pm, by Video Conference call.

**Jay Schell, Chair**

**Kimberley Ashworth, Secretary**