



**ELMVALE BIA MINUTES of the  
October 21st, 2021 - 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

**Also Present:**

Jennifer Marshall, Deputy Clerk Township  
of Springwater  
Terry Cleaver, Waterbed Gallery

**Regrets:**

Ashley Bates, Director  
Kathrin Veenstra, Marketing Specialist  
Tim Ashworth, Director  
Melissa Small, Director  
Todd Hutchinson, Director  
Jodie Delgado, Elmvale Library

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**1. CALL TO ORDER**

1.1. Call to order and welcome to guests 5:36 P.M.

**RECOMMENDATION BIA-23-2016**

**Moved by: Jay Schell**

**Seconded by: Sue Gilson**

THAT this general Meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:36 PM October 21<sup>st</sup> ,2021

**CARRIED.**

2. **APPROVAL OF THE MINUTES**

**RECOMMENDATION-BIA-22-2016**

Moved by: Kimberley Ashworth

Seconded by: Sue Schell

THAT the minutes of September 16<sup>th</sup>, 2021 are approved as revised.

**CARRIED.**

3. **BUSINESS ARISING FROM THE MINUTES**

Jennifer Marshall presents the outline of the newly revised By-Law, now called our Consitution.

After presentation, George raises concerns surrounding the term "conflict of interest" and feels that it should be outlined what constitutes a conflict of interest.

Kimberley requests a review of the policies surrounding the BIA's ability to disperse cash as need. Some suggestions are a petty cash box or a corporate credit card.

4. **DISCLOSURE OF PECUNIARY INTERES**

NA

5. **DISCUSSION/COMMITTEES**

**5.1 Radio Ads for Holiday Season**

Radio Ad Initiative discussion for 2021 in order to move things quickly as all media outlets are indicating that supply of goods will be affected due to supply chain issues. Kathrin to do email campaign for local participants.

Proposal: a motion for a \$3000.00/\$3000.00 (\$6K total) radio campaign, \$3390.00 provided by the BIA (incl tax) for the fall/winter matched to local businesses. Capped at \$4K. 8 weeks, 24 radio spots.

**Moved by: Brenda Stanley**

**Seconded by: Kimberley Ashworth**

**CARRIED**

### **5.2 Snow Man Contest**

With over 200 entries in 2020 it is decided to continue on with the snowman making contest as a repeat of last year. The one exception will be that the contest will be run on the BIA website, and voting will take place on the website. \$1000.00 for the prizing, snowman kits, plug in and social media ads.

**Moved by: Brenda Stanely**

**Seconded by: Kimberley Ashworth**

**CARRIED**

### **5.3 AGM**

The BIA will conduct it's AGM the same evening as the next BIA meeting, November 18<sup>th</sup>, 2021 at 5:30PM via Zoom. Jay will provide overview, Sue will provide update of the budget, Brenda will provide metrics for the marketing of the BIA, and Kimberley and Melissa to present with respect to the Sci Fi Festifal.

Jennifer Marshall will be requested as the guest speaker and speak to the final on the By-Laws/Constitution of the BIA.

Kimberley to invite the Mayor.

## **6. Updates from Council**

Brianna indicates that the Remembrance Day Banners are in print, and should be going up towards the end of October. 25 names, and many town home.

Additonally, the Simcoe County Job Fair will be virtually held again November 9th from 10am-2pm. There will be private break out rooms.

October 29-November 7, 2021 is the inaugural Garlic week, on general awareness of the benefits of garlic, highlighting local growers.

It is also time to review the Budget. The BIA will be expected to present the budge to council, and if there are any changes to it, we need to document and send those at our earliest convenience.

George indicates there is a proposal of a new subdivision of Townhomes being built behind the Tim Horton's, and a proposed new apartment complex, albeit small, going next to the schoolhouse on Yonge Street.

7. **NEW BUSINESS**

Tammy from the Tiny Art Shack approached Kathrin with respect to a "Night Market" for 2022 in the summer. The BIA is interested in this idea but would need Tammy's resourcefulness and expertise to get it off the ground. Kathrin to follow up.

**Open Discussion/Question Period**

The following was read out by Kimberley, on Jodie's behalf in her absence, per the email submitted dated October 20<sup>th</sup>, 2021:

- We have been promoting Dyslexia Awareness all month. Our decodable books are available, we participated in the first ever flag raising in Canada at the Township Administration Centre, and we lit the Elmvale Branch red this week. Our Dyslexia Awareness panel with our students is tonight (Thursday) at 7:00 pm.
- Georgian Bay Reads is Saturday, October 23 and will be broadcast live on the event website, [www.georgianbayreads.ca](http://www.georgianbayreads.ca)
- Our annual silent auction starts November 1 and runs the entire month. Several auction items will be available at the Elmvale branch and the majority are at the Midhurst branch. The auction is online at BiddingOwl. We have lots of amazing items and are still accepting donations.
- Our regular programs are ongoing: Simcoe Author Talks, Creative Seniors, Krafting with Kathy, Storytime, Lego Creations and more
- 8. • The Springwater Firefighters Association will be selling greenery at the Midhurst Branch several days in November.
- If there is a Remembrance Day ceremony, the Elmvale Branch will open following the ceremony.

**ADJOURNMENT**

**RECOMMENDATION-BIA-25-2016**

**Moved by: Brenda Stanley**

**Seconded by: Jay Schell**

THAT this meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 7:03 pm to meet next at the AGM, November 18th, 2021 at 5:30 pm, by Video Conference call.

**Jay Schell, Chair**

**Kimberley Ashworth, Secretary**