



**Minutes of the Seaforth BIA Meeting
Wednesday, February 8th, 2017
Committee Room 2nd Floor, Seaforth Town Hall**

- Present:** Chair Shelley Lindner
- Directors:** Maureen Agar, Shelly McMillan, Brenda Campbell, Melody Hodgson, and Council Representative Bob Fisher
- Staff:** Jan Hawley, EDO – Municipal Liaison
- Regrets:** Shannon Craig, Jason Armitage

The meeting was called to order at 6:30 p.m. Chair Lindner welcomed everyone in attendance.

1. Minutes of the January 11th, 2017 meeting were approved as presented by Melody Hodgson, seconded by Bob Fisher. Motion carried.

2. Business Arising from minutes:

- Jan Hawley, Shelley Lindner and Maureen Agar spoke to the 2017 Budget and explained that the budget needed to be reduced by \$2000.00. Budget was examined and the monies were reduced from different events to make this possible.

Motion by Bob Fisher, seconded by Shelly McMillan to approve amended budget. Carried.

- **Re-Imagining Vintage Main Street meeting is to be held on February 10th, 2017.** Jan Hawley explained that there will be 18 people from various organizations in Seaforth meeting with the students from University of Guelph to discuss issues and make recommendations with the goal of improving active transportation, pedestrian/age friendly in our downtown.

- **Christmas decorations/planters/benches** – a letter sent to both the BIA and the Huron East/Seaforth Community Development Trust outlined the need for replacement and upgrading. Partnering with both as well as the Re-Imagining Vintage Main Street Group and Age Friendly Committee will help in planning for future purchases.
- **Easter Event:** Melody Hodgson and Brenda Campbell will organize the very successful Easter Event. They were given the budget for the event and will prepare for Saturday, April 15th.
- **Summerfest:** Melody Hodgson received information from TD Bank on the organizing of the Summerfest. She will form a committee to help plan and run the popular event. A grant from TD will be requested and as well as support from other sponsors.
- **Smart Money** - the Seaforth BIA has decided to take a break from Smart Money for a year and will instead hold a '150 Reasons to Shop Seaforth' contest where four times in 2017 there will be BIA Certificate prizes (Easter \$150, July 1st \$150, Thanksgiving \$150, Christmas \$1500) The contest will run like our 'Christmas in Seaforth' event where an entry must contain 5 receipts from a BIA member store.
- **Shop Seaforth Shopping Bags - Brenda Campbell** has 50 bags filled to hand out to realtors and municipality for anyone moving to Seaforth.
- **OBIAA - Membership and 2017 Conference Registration(s)** Jan Hawley will arrange with treasury to have this year's membership dues paid along with two registrations for the 2017 conference in April once she hears back from the Chair about scheduling. Maureen Agar and Shelley Lindner have indicated they would like to attend the event.
- **Seaforth BIA Gmail account** has now been transferred to new Chair Shelley Lindner. The email directory needs to be updated. As well, new Members/Businesses need to be added to 'Shop Seaforth' website. An on-line and/or paper survey was discussed to capture the necessary information. (i.e. Names, email, contact numbers, etc.)
- **Secretarial Duties** - Brenda Campbell will look to see if there is a student, who could become BIA secretary for volunteer hours. Maureen Agar has volunteered to do minutes until someone suitable is found.
- **2017 Municipal Christmas Party** - Seaforth BIA has been approached and asked to plan the Municipal Christmas Party at the Seaforth Arena

for 2017. Brenda Campbell and Melody Hodgson will look into coordinating the event.

3. Unfinished Business:

- **Seaforth Heritage Committee (Cathy Elliot)** would like to partner more with the Seaforth BIA and help educate property owners about Heritage/grants etc. that would help support their improvements to our downtown. We will wait until Cathy has returned from holidays in April before moving forward on this.
- **Cross Walks in Seaforth** - the Re-Imagining Vintage Main Street project will be an excellent time to discuss/design cross walks in the downtown. New signage will also be discussed at this meeting.
- **Seaforth BIA Strategic Plan** has been updated and many of the projects are already a “work-in-progress”.

4. New Business:

- **Seaforth BIA involvement in IPM 2017 in Walton** - discussion was held on how we can be involved and in what capacity. Funding will be the most important issue. This will be discussed again in March.
- **Harry Potter Event Goderich October 2017** – There was discussion on how the Town of Seaforth could take advantage of the large number of people visiting the area that weekend. The economic spinoff is going to be huge. Further discussion was tabled for a future meeting.
- **Engaging BIA Members** - discussion was held on ways to make the BIA members aware of what the BIA is trying to accomplish and how we can help them. Plans to meet and chat personally with members/have a ‘Business after 5’ get-together was discussed. Realizing that many do not want to be too involved with meetings etc. we talked about grouping them and approaching them to support/help one event of the BIA.
- **Meeting times** - the Directors have decided to try to have meetings starting at 5:30 pm to help accommodate business people, who could then come to meeting before going home.

5. Next meeting March 8th, 2017 at 5:30 pm. Pizza will be ordered for supper.

Motion to adjourn was made by Shelly McMillan and seconded by Melody Hodgson at 8:11 pm.

Signed by: _____
Chair Shelley Lindner

Signed by: _____
Secretary Maureen Agar