

Minutes
Seaforth Business Improvement
By Zoom
Wednesday, April 13th, 2022 5:30 pm

Present:

Directors: Maureen Agar, Deputy Mayor Bob Fisher, Shelly Stanley, Shannon Craig, Bevin Witmer
Municipal Staff:
Guests: Christa Lehann
Regrets: Laurie Guichelaar, Kelly Miller, Randy Nixon

1.0 Welcome everyone by Chair Shelly.

2.0 Adopt Agenda for April 13th, 2022 with addition in New Business- Parking limit of 2 hours:

Moved by Bob Fisher to accept agenda of March 14th, 2022, seconded by Shannon Craig. Carried.

3.0 Deputations:
None

4.0 Minutes of March 14th, 2022

Moved by Bevin Witmer, seconded by Bob Fisher to accept minutes of March 14th Meeting, 2022. Carried.

5.0 Declaration of Conflict of Interest: none

6.0 Business Arising from Minutes:

(6.1) Shop to Win poster ready to go and will get poster printed by Artech and put on Facebook and Instagram about contest. Will talk to Chris at town hall to print up the BIA Gift certificates, like they did last year, so when draw is done the proper gift certificates can be set out for winners. The contest will be announced in mid May and people will be able to use receipts from the beginning of 2022.

(6.2) My Main Street grant 2022:

We were informed in early March that we did not receive the grant funding this time around for the sunshade/gazebo at the BIA Centre. However, we did receive the 2021 grant of \$5000 that we have available for this project. This puts the Seaforth BIA in a very good position, financially. We also have a large amount in our savings.

*Thank you for the application you submitted to the My Main Street Community Activator Program. We're writing to let you know that unfortunately the application for **Greenings and Greetings Main Street Visitor Centre** in the amount of **\$7,000** was not recommended for approval.*

An independent group of assessors reviewed all of the applications and scored projects based on the matrix included in the application guide. The program was extremely competitive for our Year 2 intake. We received nearly 400 applications worth over \$35,000,000. While we would love to fund all the great work happening across Southern Ontario, this is approximately ten times the amount we have available for reimbursement.

Thank you again for your application and we wish you the best of luck with your future endeavors.

Kind regards,
Cecile Roslin (she/her)

(6.3) Planters on Main Street:

Spoke with Ryan Wilson, Silver Creek Landscaping, and Chair Shelly will drop off 24 planters to get started with the cedar and greenery. The BIA Members will be sent a letter explaining what we would like to do to make Seaforth greener.

(6.4) Green and Gold colours of logo and webpage:

The colours for the identity of the Seaforth BIA are now the same colour as the Seaforth Community. All logos, letter head, Gift Certificates etc from now on will feature the new colours. See shopseaforth.ca



7.0 New Business

(7.1) Back Alley:

The damage to the phone booth that had all its windows smashed will be repaired by the Municipality. It was also suggested to remove the doors between the bicycles, as they are rotting and do not look very nice. Will think of what can be placed there that will withstand the elements better.

- (7.2)** A message was sent by BIA member Doggie Dooze about a client getting a parking Ticket for being parked longer than 2 hours...they had three dogs being groomed and it takes longer than two hours. Deputy Mayor Bob will talk to council about passes for businesses to hand out to clients who might be parked longer than the limit. Discussion on different ideas was held, but having merchants hand out passes seemed to be the best idea.

8.0 Unfinished Business-

(8.1) Eisler Mural placement:

Need to look at other spots for this mural so Artech can install it this spring. We do have permission from George Houtjolis to place it on his building but the exposure is not very good on his wall. Have not heard back from Bethel Bible Church about their building but talked to Mark Robinet and he will get back to us.

Another idea was on the Foodland wall beside McKillop Mutual. Lots of sight line when driving south, heading towards tracks.

(8.2) Banners on Main Street:

Put out a call for some pictures of Seaforth and area (to be received by June 30th) for the extra set of banners that have been paid for by Jan Hawley in 2019. This is not a BIA project, but CAO Brad McRoberts, asked if the BIS would work on this. Hoping to get enough good pictures to do the 16 sets and have them ready for 2023. Jan's idea was to have two sets of banners to trade off so that they would last longer. When enough pictures come in we will look them over and choose which ones we like best.

(8.3)

(8.4)

9.0 Correspondence-

(9.1)

10.0.

Next Meeting:, May 11th 2022 at 5:30 pm Call of Chair

11.0 Adjournment

Moved by Bob Fisher, seconded by Shannon Craig at 6:19 pm to adjourn meeting.