

NOTES ON BIA MEETING HELD WEDNESDAY APRIL 11, 2012 AT TOWN HALL AT 7:00 P.M.

Since there were only three people present, Chair, Bob Fisher, Acting Co-chair, Carolanne Doig, and Economic Development Officer, Jan Hawley there was no quorum so no official business could be voted on. However, since we were already present we went over the agenda with an eye on outstanding business etc. so that we would not waste the entire month.

2.1 Seaforth Smart Money – it was noted that Barb Dalrymple has recruited a student to add the corporate seal and Cathy Elliott's signature to the first issue of the Smart Money by May 4th.

2.2 The Multi-Media Workshop date is being changed to May 6 as EDO will be at OBIAA conference on originally scheduled date. Jan will contact Herb McGowan at the Bridges of Seaforth to confirm the date, the use of the venue, and a possible tour of the Bridges of Seaforth Landing.

2.3 Bob Fisher advised that he had not yet looked into what changes would be required to the current BIA by-law to allow our BIA to possibly add one additional member at large to our committee. Bob said he would report on this at our next meeting.

3. Correspondence – the only correspondence was a list of expenses from the Day Care for the candy purchased for the Easter event. Gayle Coleman asked for permission to pay the invoices presented. We agreed that even though we did not have a quorum, this was a pre-approved expense from the previous BIA meeting and that CA would advise Gayle Coleman to go ahead with payment. (CA notified Gayle the following morning.)

4.1 Crosswalks – Bob Fisher had no report and had not been able to speak with Barry Mills yet. However, Bob said he would pursue this continuing item on the agenda.

4.2 Summer Promotion – Bob Fisher said he would go in and see Jon Shilling the new manager at the TD bank to see if TD would organize the summer event much the same as in 2011.

4.3 Heritage signage – Bob brought the Heritage District Signage Compliance up to the administration. Mr. Josling and Brad Knight say there is no way to pursue those who do not comply. There is a meeting on the 23rd and Bob will have notes about Heritage related bylaws at that time.

4.4. Selection of Co-chair – Bob reported that he had asked several people but there was no one forthcoming for this position. CA reminded Bob and Jan that as of May 1 she would no longer act as co-chair of the BIA as this had been temporary for the winter months only.

4.5 Entrance Signage at four roads coming in to Seaforth – we discussed the possible change of slogan to "Explore our Heritage Main Street" . We need to find out what is involved in making this change. We also want the WIFI and INFO ? signs removed from the north entrance sign and given their own pole away from the heritage signage. I believe Bob suggested that a letter to public works should be written to get this done.

4.6 Website update by Jan – reported that items were being posted as arranged in a timely fashion and that much of the map had been updated. No invoices have been received from Artech for the updates to date.

4.7 Strategic Plan - Jan reported that she and Herb and Betty had been working on the draft but that they would be recruiting help at no cost to the BIA to get the report completed into a working document package. Jan is meeting with Nancy _____ who has a lot of experience on this type of thing and will get the document ready for use.

5. New Business

Christmas Decorations – Bob asked what we thought of the Christmas decorations and how they looked. Jan and CA thought the Main St. looked great and the lights were great at night but that maybe the street needed a bit of a “day time” boost. Bob asked if we should be budgeting for new decorations and/or lights but Jan and CA were not sure.

Bob reported that Nancy Anstett had agreed to help with the 2012 BIA Christmas promotions.

Bob reported that the Easter event was a success and the merchants he spoke with had a good Saturday. Some discussion was held about how this event could be enhanced for 2013. Bob also mentioned about a BIA flyer that the Goderich BIA produced with the Signal Star to promote their Easter special events.

Further discussion about the time and energy spent on the strategic plan and the fact that the #1 issue was the Main corner, prompted the suggestion that the BIA send an email and ask for a delegation to go to council to present our concerns about the state of the Main corner and what can be done about it. This will be added to the May BIA agenda .

6.1 Multi-Media workshop see 2.2 above

6.2 Board Member by-law requirement see 2.3 above

6.3 Other Business

In spite of no quorum, much was discussed and the meeting which began at 7:05 ended at about 8:15.

Carolanne Doig – acting co-chair