

**Seaforth Business Improvement Area Meeting  
Wednesday, August 8, 2012 at 7:00 p.m.**

**Huron East Town Hall  
72 Main Street South  
Seaforth ON**

**Directors Present:** Cathy Elliott, Carolanne Doig, Shelly McMillan, Herb McGowan, Betty Small

**Members Present:** Barb Horne, TD Canada Trust

**Staff Present:** Jan Hawley, EDO

Cathy Elliott called the meeting to order at 7:00 p.m.

1.0 **July 27, 2012 Seaforth Street Festival – report by Barb Horne**

Barb reported that the night went well and that it was successful as a small town festival. The event was advertised in the Huron Expositor, on Facebook, coloured flyers placed in business windows and placed on the windshields of cars on 3 days and 2 street signs donated by Artech. The flyers advertised the events and had a map and participants' names on the back. Two businesses gave cash donations. Some businesses chose not to participate, stating they pay a BIA levy and that is their involvement. Children received a punch card to fill by participating in 12 activities. When filled, a prize was received. TD Canada Trust paid for the prizes and the advertising posters.

Barb made the following suggestions for future street festivals:

- Have a band playing for entertainment
- Hold all activities in the downtown core
- Offer prizes for open mic event to encourage participation
- Have a theme
- Start activities at 5:00 p.m.
- Have more activities for 10-14 years olds, e.g. rock climbing wall available from funfactory.com
- Choose a date that won't conflict with other events in the area
- Consider a permanent sign to be used for advertising all town events
- If a bigger festival is planned, charge outside vendors a fee to participate

Total cost of the event was \$2631.73.

Barb was thanked for her leadership and hours of work organizing the street festival.

2.0 **Minutes of June 13, 2012 meeting**

The minutes were available for viewing under the Members' tab at [www.shopseaforth.ca](http://www.shopseaforth.ca). Members were e-mailed a reminder of where to find the minutes.

*Moved* by Carolanne Doig, seconded by Shelly McMillan

**THAT** the minutes of the meeting held June 13, 2012 be adopted.

**Carried.**

3.0 **Business Arising from Minutes:**

3.1 Illuminated Christmas Decorations:

Cathy Elliott provided a description of year-round decorations available. She explained that they would be illuminated every night as they are tied into the street lights. Discussion took place about the longevity of the decorations due to sun exposure, hydro costs, how to “bump up” the decorations for Christmas, and the fact that few people are downtown after 6:00 pm to see them because few businesses are open outside of the Christmas season.

*Moved* by Herb McGowan, seconded by Betty Small

**THAT** the BIA not pursue year-round illuminated decorations for the downtown.

**Carried.**

**Action: Cathy Elliott will bring samples and prices of illuminated Christmas decorations to the next meeting so that long-range planning for purchase can begin.**

3.2 Visitors' Centre

Cathy Elliott reported that 2 patio umbrellas had been purchased by the BIA. TD Canada Trust has ordered a patio umbrella for the visitors' centre, which will bring the total to 3.

Vandals have ripped one of the benches out of the cement and damaged the ramp to the booth. Youth have been seen hanging off of the Seaforth Spirit sign and were spoken to by a BIA member. This damage has occurred outside of the centre's operating hours.

Cathy inquired at the municipal office about the status of the former Suny's Gas Bar as a possible future location for the visitors' centre but this doesn't appear to be possible.

Jan Hawley reported that it is hard to determine how busy the centre is as often the ambassadors are involved in off-site work and not all visitors sign the guest book.

It was suggested that since the 5-year lease on the present location is up for renewal, to address the vandalism issues and because it's getting an extensive facelift, the town hall should be investigated as a possible site for the visitors' centre.

**Action: Cathy Elliott will contact Brad Knight re: approaching council for permission to relocate the visitors' centre to the town hall.**

### 3.3 BIA signage at Town Entrances

All agreed that the new sign at the south end of town is very impressive. A quote has been received to refurbish the signage at the east and west ends of town.

**Action: Cathy Elliott will bring a second quote to the next meeting for comparison purposes.**

## 4.0 New Business:

### 4.1 2012 Business Community Christmas Dinner/Dance

Carolanne reported that a licenced hall could serve donated wine, as long as there was no charge to attendees, and not jeopardize the liquor licence.

The directors decided to hold a BIA Christmas Open House at the Seaforth Golf Course on Sunday November 18, 2012 from 2 – 7 p.m. The cost of facility rental and finger food will be paid by the BIA. A cash bar will be available for alcoholic beverages other than wine. BIA businesses will be asked to RSVP the number of staff attending to allow for ordering of food. Invitations will be sent out to BIA member businesses. Information on all the BIA activities and promotion done for member businesses during the year will be available at this event.

**Action: Cathy Elliott will approach Corks n Caps about providing the wine.**

### 4.2 2012 Christmas Promotion

Dwain Forrest was ill and not able to attend but sent word that \$2500 of generic Christmas advertising will be done on behalf of BIA businesses. This is the same format as last year and will begin after Remembrance Day. This will allow BIA members to coordinate their advertising with the generic advertising and hold their open houses etc. when they choose during the Christmas season. More information will be provided as it becomes available.

### 4.3 Rediscovering Canada Television

As a result of the awards and positive press received by our downtown core for the restoration/revitalization work being done, Rediscovering Canada Television has approached us with the intent of producing a 30 minute video that will showcase and promote the ward of Seaforth. Filming for the video will be done in September 2012. In order to put our best foot forward, all BIA businesses will be asked to spruce up their storefronts by sweeping sidewalks, pulling weeds, touching up peeling paint, etc. The BIA will provide for the washing of all street-level windows of BIA businesses on Main Street. An information flyer will be distributed to the businesses by the BIA directors and a letter to the editor of the Huron Expositor will share this exciting news with residents and encourage them to make their properties as attractive as possible, just as they did during the Communities in Bloom event. This is a once-in-a-lifetime opportunity to show off and promote our beautiful town.

#### 4.4 Plaquing Project

Jan Hawley showed the completed plaque for the Bethel Bible Church. It contains historical information and photos of the church. She plans to have plaques for 20 downtown businesses ready for distribution to the building owners prior to the start of the Rediscovering Canada filming. Local photographer Angela Smith is involved in putting the pictures and information into a finished product.

5.0 **Next Meeting:** The next meeting will be on September 12, 2012 @ 7 p.m. ,  
Second floor of town hall.

6.0 **Adjournment:**  
*Moved* by Betty Small to adjourn at 8:30 p.m.

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Co-Chair Cathy Elliott

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Secretary, Cathy Elliott

