

## Minutes

### Seaforth Business Improvement Area Meeting Wednesday, May 9, 2012 at 7:00 p.m.

Huron East Town Hall  
Council Chambers  
72 Main Street South  
Seaforth ON

**Directors Present:** Chair Bob Fisher, Shelly McMillan, Herb McGowan, Betty Small

**Staff Present:** Jan Hawley, Economical Development Officer  
Carla Nikitin, Visitors' Centre Staff

**Guests Present:** Barb Horne, TD Canada Trust  
Jerry Davidson & Kim Rogers, Demented Monkey

Bob Fisher called the meeting to order at 7:00 p.m.

1.0 **Minutes of March 14, 2012**

*Moved* by Herb McGowan, seconded by Shelly McMillan  
**THAT** the minutes of the meeting held March 14, 2012 be adopted.  
**Carried.**

2.0 **Business Arising from Minutes**

2.1 Seaforth \$smartmoney:

There is \$3800 from the May 1, 2012 issue of \$smartmoney unsold as of today.  
Cathy Elliott e-mailed a reminder to past purchasers.

2.2 BIA Board member By-law:

The municipality has to amend the by-law to allow us to add another non-member director to the board. Much discussion was entertained by all to decide which way we should go. BIA business member Jerry Davidson, Demented Monkey, is willing to stand as director.

*Moved* by Betty Small, seconded by Shelly McMillan  
**THAT** Jerry Davidson be appointed BIA director.  
**Carried.**

3.0 **Unfinished Business:**

3.1 2012 Budget:

The 2012 BIA budget was passed by council.

### 3.2 Crosswalks:

Bob Fisher reported that there are two spots for crosswalks. The town is leaning towards the north side of John and Main Streets and at the corner on Market and Main Streets. The possibility of interlocking brick was mentioned but has not been discussed at council.

Shelly McMillan reminded that the handicapped parking spot in front of Tulips Dental Centre needs to be changes.

### 3.3 Signage By-law:

A reminder that all signs need to follow the specifications as outlined on the sign permit application and receive approval.

### 3.4 BIA co-chair:

A BIA co-chair is still being sought to work with Bob Fisher. Cathy Elliott will assume the secretarial and co-chair duties from Carolanne Doig until a co-chair from the membership steps forward.

### 3.5 Signage at Four Entrances to Seaforth:

Bob Fisher spoke with Barry Mills, Works Dept., about changes to the signs. It was agreed to keep the Lloyd Eisler sign but to change the "Friendly Town" sign to "Explore our Historic Downtown". Additional information about the size & design of this sign must be obtained.

*Moved* by Herb McGowan, seconded by Shelly McMillan

**THAT** the BIA change the signage from "Friendly Town" to "Explore our Historic Downtown".

**Carried.**

Bob Fisher will contact Paul Haley, Seaforth Signs, to get a quote for the sign and have the sign in place by July 1, 2012. Bob will also confirm with Barry Mills that the cost of the signs and their installation will be covered by the Works Dept. budget.

### 3.6 Seaforth BIA website:

Mapping on the website needs to be updated to reflect new businesses opening and others closing. This will be done quarterly.

BIA meeting minutes will be sent to Artech monthly for posting on the Members' Page of the website for all to read.

### 3.7 Seaforth Spirit Sandwich Boards:

To date, there have been no requests for additional sandwich boards so none will be ordered.

### 3.8 BIA Strategic Plan:

Funding has been received to move forward with the plan. Nancy Ross, Jan Hawley, Herb McGowan, Shelly McMillan and Cathy Elliott will meet to work on the plan.

#### 4.0 **New Business:**

##### 4.1 Easter Event:

The expenses for the day were \$100 and it was a very good day for everyone involved.

##### 4.2 Summer Event:

Barb Horne, TD Canada Trust, was involved with the planning and implementation of last summer's event. She would like more advertising to support this event. More support from local service clubs is needed for games for kids, bingo, etc. More food available on Main Street.

Antique tractors was suggested with Lyle Haney being a good contact. It was suggested that flyers be printed up with numerous pages of business sponsors, with the BIA possibly picking up the cost for the front page. Barb would like to "fill the Main Street". What about a male beauty contest???

The arena board and minor hockey are holding a street dance on Friday July 20.

The Seaforth Country Classic Open Golf Tournament is on Friday July 27.  
The summer event will also be held on Friday July 27.

##### 4.3 Visitors' Centre:

Carla Nikitin reported that some cosmetic work needs to be done, with the planters and cement pad needing to be repainted. Pressure washing should be done prior to painting. Flowers are needed and Flower Magic or Papple's Garden Centre could be asked. The umbrellas need to be replaced. There has been some vandalism at the Visitors' Centre.

It was suggested that the Visitors' Centre should be open on Sundays.

*Moved* by Herb McGowan, seconded by Shelly McMillan

**THAT** the painting at the Visitors' Centre be funded by the BIA up to \$500.

**Carried.**

##### 4.4 May 4, 2012 Main Street Open House:

There were 2 businesses that took part in this event.

##### 4.5 OBIAA Conference in Thunder Bay:

Jan Hawley reported that Peter Klaver and Debby Somerville were recipients of a "Bricks and Mortar" Award for their work on rejuvenating buildings on Main Street. This is the second award in 3 years the Seaforth BIA has won at the OBIAA conference.

Jan Hawley has been contacted by Rediscover Canada, a story about the work done and resulting award has appeared in Focus and Jan has been interviewed by The Beach radio.....all bringing positive attention to Main Street, Seaforth.

4.6 Illuminated Christmas Decorations on Main Street and Goderich Streets:  
Cathy Elliott will bring information to the next meeting for consideration. Long-term planning is required to fund the eventual replacement of the existing decorations.

4.7 Music on Main Street:  
Cathy Elliott will load the MP3 player with music for the summer season.

5.0 **Other:**

5.1 Shunpiker's Tour:

We have been made aware that the Shunpiker's Tour will be traveling through Seaforth on hwy. 8 on Sunday May 13. Permission has been received from Bill McLaughlin to put a sign on his corner property welcoming the Shunpikers to our historic downtown. Discussion about putting the sign at a location before the intersection, such as the New Orleans Pizza lot or Sills front lawn, was held. Herb will speak with Cathy Elliott about a different location and will contact Artech re: where to locate the sign for the weekend.

5.2 July 1, 2013 Event:

Jerry Davidson and Kim Rogers, Demented Monkey, shared their idea for a motorcycle event next July 1<sup>st</sup> and annually. The Agriplex and Victoria Park were discussed as possible locations. BIA asked them to keep us in the loop as their plans evolve.

7. **Next Meeting:** June 13, 2012 @ 7 p.m. , Second floor of town hall

8. **Adjournment:** 9:15 p.m.

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Co-Chair Bob Fisher

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Secretary, Betty Small  
for Cathy Elliott