

## Minutes

### Seaforth Business Improvement Association Meeting Wednesday, February 8, 2012 at 7:00 p.m.

Huron East Town Hall  
72 Main Street South  
Seaforth ON

**Directors Present:** Bob Fisher – Chair, Carolanne Doig, Acting Co-Chair, Shelly McMillan, Herb McGowan

**Staff Present:** Jan Hawley, Economical Development Officer  
Paula Michiels, Huron East Treasurer

**Guests Present:** Steve Candy, TD Canada Trust

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

1. **Minutes of January 11, 2012**  
January minutes were adopted as presented.  
*Moved* by Carolanne Doig seconded by Herb McGowan  
**THAT** the minutes of the meeting held  
January 11, 2012 be adopted. Carried.

2. **Business Arising from Minutes**  
2.1 Draft 2012 Budget:

The draft of the 2012 budget had been circulated to the directors previous to the meeting and Paula Michiels went through the budget line by line to allow for comments, questions and discussion of both revenue and expense components

Discussion took place that the hosting fees for the Shop Seaforth website through TCC would be about \$300.00 annually and that maintenance fees for the updating of the website would be about \$60.00/month or \$720.00 annually. This would necessitate moving \$500.00 in the miscellaneous expense line into the website maintenance line to increase this to \$1,000.00.

It was agreed that Information/Tourism Booth be divided into two lines to clearly reflect that approximately \$700.00 of this expense is actually taxes on the property and not money readily available for maintenance, operations of the booth.

There was some discussion about the Plaque project and the need to move on this so that funding already acquired would remain available. Approximately eight of 70 plaques are complete with all systems go on this project for 2012.

Discussion about the addition of the Tim Horton's to the BIA district took place and it was determined that the maximum levy at this time is \$800.00 so for 2012 there could be additional revenue available at the end of the 2012 based on the Tim Horton's taxation. (Tim Horton's due to open on or around July 1st)

Guest, Steve Candy, pointed out there is very few revenue generating projects in our budget resulting in some discussion about creation of a BIA coupon book. This will be discussed more fully in the future.

Finally discussion took place regarding the fact that since taxation of the businesses increases each year and part of this taxation is slated for BIA then it only made sense that more money should be allocated into the revenue stream. It was also pointed out that the revenue from taxation had been held constant for a few years.

*Moved* by Carolanne Doig and seconded by Shelly McMillan that the budget revenue from taxation be increased by 5% for 2012 to the amount of \$21,000.00 and that this additional \$1,000.00 be slated for miscellaneous expenses.

Carried

*Moved* by Herb McGowan and seconded by Shelley McMillan that the 2012 budget be adopted as modified.

Carried

Paula excused herself from the meeting at this time.

## 2.2 **Smart Money**

The general feeling was that this project is one of the most successful projects the BIA has. Therefore the consensus was that the BIA continue the Smart Money initiative in 2012. The parameters will remain the same as in 2011 with \$60,000.00 printed in \$10.00 increments. The purchase limit will remain at \$300.00 / person / issue and there will be three issue dates: first Monday of May, August 9<sup>th</sup> and again right after Thanksgiving in readiness for Christmas.

Carolanne Doig will visit Pete Martene at Pete's Paper Clip and order the printing of the Smart money on coloured paper – not green, blue, or yellow which have already

been used – the money will be numbered and stapled into books. Bob Fisher agreed to stamp Cathy Elliott's signature on the money and apply the corporate seal for security purposes.

Jan Hawley will facilitate the advertising of the Smart Money releases on the Shop Seaforth website and other advertising will be done to aid in its promotion (for example sandwich board and balloons at Town Hall during the release dates.)

At this time there was also some further discussion about developing a corresponding coupon book or page of coupons that could be made available in conjunction with the 2<sup>nd</sup> Smart Money release. This will be discussed more fully at future meetings.

### **2.3 Schedule of Events/Promotions including BIA Promo event**

It was agreed that a similar schedule to last year would be followed with primary BIA events to be the mid-summer event and the Christmas promotional weekend. Steve Candy representing TD Canada Trust agreed to handle the mid-summer event and further details will come at a later date. Bob Fisher reported that Dwain Forrest and Kendra Jewett will work on organizing the Christmas event.

At the previous meeting we briefly discussed the possibility of hosting a BIA event and/or social time to encourage business owners, service clubs, and other organizations to work together with the BIA to enhance the co-ordination of the various events in the community. It was also felt that some people are still not familiar with the mandate of the BIA and other BIA functions. After some discussion it was agreed that perhaps something similar to what was presented in Brussels in January might be a good template for us to try. This will be discussed more fully at the next meeting.

It was also mentioned that we might contact the Walton Little School and Seaforth Day Care Center to see if they might be interested in doing something on the Main St. for Easter that would be fun for children and also be a fund raiser for their facilities. No action was suggested on this discussion.

### **2.4 Status of Strategic Plan and two funding applications.**

EDO Jan Hawley and Herb McGowan reported that they had been working on condensing the draft of the Strategic Plan to make it clear, concise, and workable. They are also working on the funding applications

## **2.5 OBIAA**

EDO Hawley reported that we are registered with OBIAA for 2012 and is planning on applying for two awards, one being the new BIA website if it can be updated in time. Timing is a factor. She also advised us that the OBIAA annual meeting and conference is being held in Thunder Bay in April at a cost of \$400.00 / person plus transportation and accommodation. Jan Hawley intends to attend especially if Seaforth receives an award. Shelly McMillan expressed interest in attending and it was agreed that she do so.

*Moved* by Herb McGowan and seconded by CA Doig that the costs for the OBIAA conference be covered should Shelly decide to attend.

Carried

## **2.6 Website Update:**

Jan Hawley explained that the reason for the delay in getting the Shop Seaforth Website updated in January was that the maintenance provider had lost their employee who was in charge of this project. Discussion followed about the need for us to be able to keep the site current especially since we plan to use this not only as a promotional tool but as a communication tool among the BIA members and directors.

She agreed to meet with Phil Duncan at Artech and hopefully acquire the passwords etc. so that the site can be managed more effectively. The goal is to have the site completely up to date by February 22.

## **2.7 Brochures**

EDO Hawley advised us that updated brochures would be required for 2012 because there were several changes to the businesses and also dates for special events. Last year successful distribution of our brochures was done at the Home and Garden Show in Stratford via Murals in Metal. It was estimated we will need between 500 and 1000 brochures for 2012 but Jan advised it's best to do two printings in case of further changes during the year.

*Moved* by Herb McGowan and seconded by Shelly McMillan that the EDO update and order 750 brochures in time for the Stratford Home and Garden Show.

Carried

3. **Correspondence:** None

4. **Unfinished Business:**

**4.1 Sandwich Boards**

It was agreed that we would advertise the Sandwich Board opportunity on the Shop Seaforth Website and continue to subsidize half of the cost so that BIA members can purchase the Sandwich Board for \$80.00. Since we need to order 11 at a time to get the reduced pricing we will wait to order the Sandwich Boards until we have at least three requests.

**4.2 Crosswalk**

Bob Fisher commented that after the tragic accident at the John St. and Main St corner last year the town is considering improvements to the crosswalk markings. A combination of painting and perhaps cobblestone/brickwork will be used to highlight the two main crosswalks on Main St. that are at the John St. and Market St. corners. It was felt that the John St. crosswalk should be moved to the south side from the north side. BIA members are encouraged to check this out and comment back to our committee and / or Bob Fisher about their crosswalk concerns.

**4.3 Heritage District Signage**

Bob Fisher advised that nothing had been done about this but assured the committee that he would have something concrete to report at our next meeting.

**4.4. Selection of Co-Chair**

Discussion indicated that no one has come forth to volunteer as Co-Chair of the BIA. Carolanne Doig agreed to remain as co-chair until after the April BIA meeting unless someone else comes forward. Steve Candy was given some clarification of the Co-Chair's role and tasks. It was decided we will advertise this need on our Shop Seaforth website in hopes that someone will come forward.

5. **New Business:**

Bob Fisher questioned using money from the mural funding as part of BIA operations. At this time EDO Hawley reminded us that some of the money in reserve could be used to leverage matching funds when applications are approved.

There was no other new business.

6. **Other:**

Report on Multi-Media workshop

Carolanne Doig, Jan Hawley, and Herb McGowan commented on the success of the multi-media workshop and the hope that an additional session might be held in the near future that would give attendees more information on these marketing techniques. Jan Hawley advised that Chris Lee was interested in doing something for us again. Carolanne Doig offered Seaforth Golf Club as a potential venue and Herb McGowan suggested the Bridges of Seaforth Landing. EDO Hawley will look into organizing this.

7. **Next Meeting:** March 14, 2012 at 7 **p.m**

8. **Adjournment:** Moved by Shelly McMillan at 9:00 p.m.

---

Co-Chair / Secretary Carolanne Doig

---

Co-Chair Bob Fisher