

**Seaforth Business Improvement Area Meeting
Wednesday, November 14, 2012 at 7:00 p.m.**

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

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

Members Present: Dwain Forrest, Timbers Outfitters; Barb Horne, TD Canada Trust

Staff Present: Jan Hawley, EDO

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

1.0 **Minutes of October 10, 2012 meeting**

The minutes were available for viewing under the Members' tab at www.shopseaforth.ca. Members were e-mailed a reminder of where to find the minutes.

Moved by Herb McGowan, seconded by Shelly McMillan

THAT the minutes of the meeting held October 10, 2012 be adopted.

Carried.

2.0 **Summer Event – Barbara Horne, TD Canada Trust**

Barb presented information on potential activities for a summer event that she saw while at Giant Tiger in Goderich. A company rents out a climbing wall and water walkers as well as other activities for older children and Barb brought their brochure. The climbing wall is about 40 ft. high. Discussion about the need for activities for older children at our street festival confirmed that this is worth investigating. We have games for younger children from the event a few years ago but aren't sure where they are.

Barb has been in touch with her head office, seeking funding for signage for the street festival. Discussion about where to locate changeable signage for Seaforth events resulted in the following suggestions:

- At the bottom of the new south entry sign
- At the main intersection traffic lights if electronic signage was used

Barb suggested that if the street festival is to be held in 2013, the date needs to be decided on in January as companies renting out activities book up quickly.

Today's Huron Expositor had information about a proposed July 1 event (Go Postal) to celebrate the post office building's 100th birthday and it was decided

that being a part of that celebration would be worthwhile as our street festival. Planning meeting for that event is on November 27.

Action: Shelly McMillan will obtain prices for some of the activities the climbing wall company has to offer. This information will be taken to the November 27 Go Postal planning meeting.

Cathy Elliott will contact Christine Behnke regarding the location of the missing children's games.

3.0 **Business Arising from Minutes:**

3.1 BIA Complimentary Christmas Wine & Cheese Open House:

Cathy Elliott reported that to date, 15 businesses have responded for a total of 53 attendees. Bob Fisher and Doug Elliott bottled the wine and it is at the golf course. Cathy Elliott will notify the golf course on Tuesday November 20 of the number attending so that food can be ordered. Businesses receiving recognition awards or heritage plaques have been notified that the presentations will be at 4:00 pm. and the newspaper will be in attendance to cover the event. Jan Hawley is looking for assistance to transport the awards, plaques and easels to the golf course.

3.2 Seaforth's "Spirit of Christmas" Giveaway Promotion:

Dwain reported that over 15 member businesses came forward with items for the promotion. Dwain will be visiting the participating businesses with ballots and posters in their windows. Ballot boxes are to be provided by the business. Ballots will appear twice in the Focus publication, once in the Huron Expositor and are already available on the Shop Seaforth website. Generic advertising on cable tv and radio has been done to bring shoppers to town. Dwain has also obtained advertising through MyFM's "Project Poinsettia" promotion, which combines radio advertising with delivery of poinsettias to our local hospital, nursing homes, etc. courtesy of the BIA.

3.3 ABC list:

Cathy Elliott reported that all BIA members on the "C" list have been notified twice by e-mail of the request for a donation to the Santa Claus parade. Bob Fisher is doing the collection, with assistance from executive members.

3.4 Strategic Plan:

Jan Hawley reported that the funding used to pay for the facilitating of the strategic plan creation no longer exists. It appears that the trust and Trillium are two of the remaining funding sources for which our projects may qualify. Herb explained that the plan is a 5-year roadmap for the BIA so that we may move forward in an organized way. Herb and Cathy are writing an introduction to the strategic plan, outlining the process, funding and partners involved in the project. The completed plan will be ready for distribution at the January AGM. The five components of the plan will be on display at the BIA Christmas wine &

cheese. Two of the items slated for year 1 will already be completed when the plan is released, those being new garbage containers for Main Street and the Visitors' Centre being relocated to the lobby of our newly-restored municipal office building.

3.5 Gouinlock Street Parking Signs:

Cathy Elliott spoke with Barry Mills re: replacement of parking signs removed for the re-paving of Gouinlock Street. The signs will be replaced soon, including the "No parking here to corner" sign in front of TD Canada Trust. Lines indicating parking spaces will be re-painted in the spring of 2013.

4.0 **Other:**

4.1 Heritage Tax Relief Program:

Jan Hawley circulated a newly-printed brochure for the heritage tax relief program for designated properties, both commercial and residential. Huron East is the only municipality in the county with such a program.

4.2 Brussels Heritage Trail:

Jan Hawley handed out copies of the Brussels' Historic Trail Tours brochure. This walking tour and the murals in Brussels are a result of the BR&E findings. She suggested that once the Seaforth historic plaquing project is complete, perhaps a similar tour could be developed.

4.3 Seaforth \$martmoney:

Cathy Elliott reported that \$martmoney sold out within one week of going on sale. This was the \$20,000 third issue as well as unsold \$martmoney from the second issue. Shelly McMillan noted that in today's Huron Expositor, there is a supplement for Mitchell in which their BIA has a discounted Christmas bucks promotion.

5.0 **Next Meeting:** The next meeting will be announced for early in January as the retailers who sit on the executive find December to be extremely busy.

6.0 **Adjournment:**

Moved by Herb McGowan to adjourn at 8:30 p.m.

Co-Chair Cathy Elliott

Secretary, Cathy Elliott

