

**Minutes**  
**Seaforth Business Improvement Association**  
**Wednesday, November 6, 2013 at 7 p.m.**  
**At Municipal Offices**

Directors present: Chair Carolanne Doig, Shelly McMillan, Cathy Elliott,  
Council Rep. Bob Fisher

Staff present: Jan Hawley, Economic Development Officer.

Chair Carolanne Doig called meeting to order at 7:00 p.m. and apologized for the short notice and change in the meeting time. She explained the reasoning and hopes that the regular schedule would begin in January.

1. **Minutes of the September 25<sup>th</sup> 2013 meeting were adopted as presented on a motion by Shelley McMillan, seconded by Bob Fisher.**

Carried

2. **Business Arising from Minutes:**

- 2.1 Brochure Distribution – Jan Hawley reported that she had delivered some brochures to the Bluewater Bridge in Sarnia. She also recommended that committee members keep some brochures handy to distribute on their travels.

- 2.2 Mural Progress – Chair Doig reported that all items that were on the mural project list were moving along nicely with the objective of having the mural installed in time for the Santa Claus Parade. Carolanne met with Phil Duncan and members of the mural subcommittee, Cathy & Shelly, who reviewed the proposal. After several suggestions and re-vamps by Michelle at Artech, a final decision had been made. Chair Doig had spoken with the owner of the building regarding the new GT Mini Mart signage as well as the change of location of the air conditioner and things were progressing. A building permit was filed and approved. Things are coming together. Councilor Fisher advised that in the spring of 2014 there would be changes to the traffic lights at the Main Street intersection with #8 and at that time we might be able to make some aesthetic changes to the corner as well as accessibility improvements. It was decided that this could be included in our 2014 Strategic Plan review and priority making process.

2.3 Christmas Promotion Campaign – Order of Garland & Bows  
Chair Doig reported that she had spoken to both Kendra at Blooms ‘n Rooms and Mary at Flower Magic and the bows were available for merchants to purchase as was the cedar rope. The ribbon is a combo of burgundy and gold and the bows do look great. There is some concern that the material is not really outdoor strength and therefore the bows may not last for more than a season. However, the good news is that they will only cost \$8.00 each so the price is great. It had been suggested to Carolanne that she go from door to door down the Main St. to remind merchants about this BIA promotional opportunity, but after discussion at the BIA meeting it was decided that the Merchants have been given ample notice and an email reminder would suffice. Jan Hawley would send out a quick reminder to BIA members about the subsidized decorating program.

2.4 Christmas Promotion Campaign (advertising) -Shelly McMillan showed us the extensive work she had done to prepare a great Christmas ad campaign for area newspapers and also television banner ads. The committee felt that this was going to be a great promotion and was within our budget guidelines too. Cathy Elliott brought up the Christmas Music program, and it was decided the Christmas CD’s would be started November 15.

2.5 Wine & Cheese Event – Chair Doig reported that a beautiful invitation to the event had been created and sent by email to the BIA members. Some people had already replied they would attend. It was reported that all recipients of the awards and plaques were expected to be there as their associates had been notified so that the award could be kept a surprise. The Chair reported that the wine was ready and being stored at the wine makers and she would call Rita Caza to arrange transfer to the golf course. The RSVP’s will be monitored and the golf course will be kept up to date so that food can be planned.

### 3.0 **Unfinished Business**

3.1 Historic Plaques – Easels – Jan Hawley reported that the plaques were almost complete, the easels were being painted, and everything would be ready for December 1. The main issue is convincing merchants to display the plaques in

their windows so that visitors can read about the history of the building. Cathy Elliott and Jan Hawley advised the committee that the final report for this major project must be completed by December 31.

- 3.2 Smart Money- Danielle Munro was unable to attend this meeting, but it was reported that she is working on a spread sheet organizing where the money was spent during the 2013 campaign. Since there is still quite a bit of money unsold it was suggested that another email blast be sent out reminding people that Christmas is a great time to utilize the Smart Money and to purchase it as soon as possible. It was believed that the reason the money had not completely sold out yet could be attributed to the fact that the issue was larger then in previous years, and also many people have not begun their Christmas shopping. The Chair reported she had picked up more of the redeemed Smart Money at CIBC to add to Danielle's spread sheet work.
- 3.3. Ciderfest Event Partnership Update - Councilor Fisher reported that he had spoken to Mrs. Streutker and Mr. Chartrand, both on the Ciderfest Committee and that they expressed interest in this idea and would discuss at their next meeting.
- 3.4 Sprucing Up Main Corner & Goderich St. E. - Herb McGowan was not at the meeting so it was decided to defer this until we meet in January when we begin our budget process, as well as our review of the Strategic Plan. It was felt this would be a good time to discuss Herb's ideas.

#### 4.0 **Correspondence**

- 4.1 Garbage Cans - Jan Hawley reported she had received an email from the Public Works Dept. asking if the Seaforth BIA would consider purchasing five more garbage cans with the idea to place them at Victoria Park, where some of the old garbage containers had been relocated. The works department was happy to say that there was considerably less household garbage on the Main Street since installing the new receptacles, but that the Victoria Park receptacles were getting some household garbage. By making all bins the same this could alleviate the problem. This will be discussed further at the January meeting.

4.2 Correspondence re. Aquafestival – This was deferred until January.

5.0 **New Business**

5.1 Christmas Decorations – Cathy Elliott reported that the Christmas lights had been “tightened up”, but that the bows had been left on them as in previous years. They are now ready for the works department to install for Christmas. She wanted us to make a note that next year Bill Hughes will be able to work on replacing the bulbs as needed and that we would probably need to purchase some new bulbs for the 2013-2014 season.

5.2 Cathy Elliott also reported that the Lions Club has decided to remove the old ABC request list from the Santa Claus Parade and run the parade without any solicitation from BIA members.

5.3. Cathy Elliott will order two commemorative mugs to be given to Larry Dolmage and Marc Robinet to recognize the change of their business from Archie’s UPI to UPI. The BIA has traditionally given these mugs to businesses that close after a lengthy time in our community. It was noted that Wong’s has also been sold and that a mug should be ordered for Wong’s Grill too.

5.4 Chair Doig reported that Deb Bailey, conductor of a choir known as The Huron Song, had contacted her to find out if they could sing as part of the BIA Christmas promotion. Chair Doig had suggested that perhaps the night of the Santa Claus Parade would be a good time because the crowd gathers on the Main Street sometimes become restless and anxious for the parade to commence and this might be an ideal time to entertain them. It was suggested that the choir sing at the tourist booth, which is very central. Carolanne and Deb will work out the details. The BIA Board is looking forward to this addition to the Main Street festivities.

6.0 **Next Meeting** – scheduled for Wednesday, January 8, 2014 at 7 pm at the Town Hall

7.0 Meeting was adjourned at 8:05 pm on a motion by Bob Fisher.