

Minutes

Seaforth Business Improvement Association Meeting Wednesday, October 10, 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

Guests Present: Dwayne Forrest – Timber Outfitters

Bob Fisher called the meeting to order at 7:20 p.m.

1. **Minutes of September 12, 2012**

September minutes were adopted as presented.

Moved by Shelly McMillan seconded by Herb McGowan

THAT the minutes of the meeting held

September 12, 2012 be adopted.

Carried.

2. **Business Arising from Minutes**

2.1 BIA Signage@town entrances (Cathy Elliott)

- Cathy checked with Barry Mills and the works dept. budget has paid for the organization's decals on the south sign. The cost of decals on the future signs into town will be billed to the individual organizations. Everyone at the meeting agreed that this was a fair way of doing it.

2.2. BIA Christmas wine & cheese

- wine is being made, needs to be bottled and Cathy and Bob will work on this.

Cathy has 48 bottles but needs 60 so both Jan and Herb said they would get some extra bottles to Cathy asap.

- invitations have been distributed thanks to Betty, Jan & Shelly. Cathy will notify award and plaque recipients so they're sure to attend. Cathy and Jan will make up recognition certificates. The sample of the invitation was read to the members at the meeting. It was discussed that some additional members should be invited in addition to the ones on the base list, for example Tim Hortons, Tim Goddard (Queens Hotel), Tracy Dempsey-Reed, HBDC, and places such as Design Concrete, Smith Construction etc. especially if we want to use this wine and cheese to educate our business community with what the BIA is and does. Cathy, Jan & Carolanne will look at expanding the list of invitees.

- hosts needed for the event and Bob & Sandy Fisher, and Jan said they would act as hosts as Cathy will not be there. Carolanne will be there but will be SGC host too.

2.3 Christmas Events/ Promotions (Dwayne Forrest)

Dwayne actually spoke about this earlier in the meeting to accommodate his need to meet other commitments. Dwayne is working on getting things organized so that Seaforth will do its own "Twelve Days of Christmas" promotion in December. There will be ads in Focus and the Expositor. Jan will find out about advertising in the Independent. There will also be banner ads on Cable TV and Jan will assist with a Posthurous promotion too. There will be a competition highlighting the gifts in a sled in participating merchants' windows. Dwayne will gather the prizes and organize the contest. First prize will be a sled full of gifts, second prize \$100.00 Seaforth BIA money and third prize \$50.00 Seaforth BIA money.

Moved by Carolanne Doig and seconded by Herb McGowan that the Christmas promotion budget be \$2500.00

Carried

Other events are the Santa Claus Parade on Friday November 30th, the Collectables, Craft & Keepsake Show & Sale on November 24 & 25 and the hospital auxiliary Tree of Lights Celebration on November 25th.

OTHER

3.1 The ABC list was circulated and it was noted that only the C list will be required to contribute this year and that will be a cash donation for the parade. Bob advised that he and Cathy would call those on the C list in advance. Carolanne advised that some on the C list were not viable candidates and perhaps the list needs to be modified and/or updated.

3.2 Remembrance Day – as in the past we are asking merchants to wait until November 12 to display Christmas windows as a respectful gesture to our war veterans. The attached email was discussed re. Primitive Creek's Christmas promo slated for Nov. 8-11th. Bob and Herb agreed to speak to Patti at Primitive Creek about this and hopefully come to some compromise so as not to discourage this new business but still respect the solemnity of Remembrance Day.

3.3 Strategic Plan – Jan Hawley

Jan stated that the plan had been tidied up and the next step was for Herb, Cathy & perhaps Nancy Ross to go over it once more to finish it off. The old BR& E information was utilized in our strategic plan and it should be ready by our next BIA meeting. Jan said that there was some funding available and we should submit a request to get some money to upgrade our waste disposal bins and planters on Main St. similar to the Victorian style done in Goderich.

3.4 New Orleans Pizza – we were happy to know that their new signage was recognized thanks to Cathy.

4. **New Business:**

Dwayne brought up that the newly paved Gouinlock St. required some attention to parking signs, parking spaces etc. as it has become quite dangerous without the signage. While on the topic the corner of John and Jarvis at the Anglican Church was also discussed as a candidate for a four way stop sign. Bob will look into both of these issues.

Bob requested a budget update for the next meeting.

There was no other new business.

5. **Next Meeting:** November 14 at 7 p.m.

8. **Adjournment:** Moved by Carolanne Doig at 8:00 p.m.

Co-Chair / Secretary Carolanne Doig