

Minutes

**Seaforth Business Improvement Area
Annual General Meeting
Wednesday, January 11, 2012 at 7:00 p.m.**

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

Directors Present: Chair Cathy Elliott, Co-Chair Carolanne Doig., Shelly McMillan, Betty Small, Bob Fisher, John MacGougan, Herb McGowan

Staff Present: Jan Hawley, Economical Development Officer

Members Present: Lynn Dawe

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

1. **Minutes of November 9, 2011**

Moved by Shelly McMillan, seconded by Betty Small

THAT the minutes of the meeting held
November 9, 2011 be adopted.

Carried.

2. **Business Arising from Minutes**

2.1 Heritage District Signage:

Bob Fisher was to speak with Brad Knight about funding for updating the signs at the 4 entrances to Seaforth.

Action: Bob will do this and report to the February 8, 2012 meeting.

2.2 McIntee Sign:

Cathy reported that the current sign by-law does not address the physical condition/appearance of signs. Paul Josling is working on an updated sign by-law which, when completed, will address the appearance and maintenance of signs.

Action: Nothing until the updated sign by-law is completed and approved by Huron East Council. Upon approval of the updated sign by-law, the BIA will revisit this topic.

2.3 Sandwich Boards for Main Street:

All 11 Seaforth Spirit sandwich boards ordered in 2011 have been purchased.

Action: In April 2012, BIA members will be invited to order a Seaforth Spirit sandwich board. When 11 boards have been ordered, an order will be placed with Artech.

Lynn Dawe asked if any purchasers received a white marker with their sign. Carolanne Doig did but Shelly McMillan, Jim Dawe and Betty Small did not.

3. **Review of 2011 BIA Events/Initiatives:**

3.1 Strategic Planning:

Draft copies of the Seaforth BIA Strategic Planning Sessions held in June, July and August 2011 were distributed and explained. The next step requires a mission statement and vision statement to be added to the plan. Herb McGowan and Cathy Elliott presented a mission statement for the directors' consideration.

“The organization known as the Seaforth Business Improvement Area (BIA) is comprised of the businesses located within the designated Seaforth business improvement area and membership is available to any other Seaforth businesses should they elect to participate.

Promotions for all Seaforth BIA member businesses are provided by:

- Encouraging an attractive environment for commercial enterprises to flourish, in cooperation with the Huron East Heritage Committee.
- Creative and valuable incentives for consumers to shop in Seaforth.”

Moved by Betty Small, seconded by John MacGougan

THAT the mission statement be accepted.

Carried.

Herb and Cathy presented a vision statement for the directors' consideration.

“The Seaforth Main Street business area will have:

- A viable selection of retail, restaurant and service related businesses
- A clean, green, well maintained heritage Main Street
- Adequate, accessible free parking for consumers.”

Moved by Carolanne Doig, seconded by Shelly McMillan

THAT the vision statement be accepted.

Carried.

Herb and Cathy had reviewed the 3rd and 4th priorities in the strategic planning document and felt that they were both integral parts of successful completion of the 1st and 2nd priorities.

Moved by Herb McGowan, seconded by John MacGougan

THAT the draft of the Seaforth BIA Strategic Planning Sessions be accepted.

Carried.

Carolanne Doig reminded us of Vicki Luke's recommendation that a new priority be added to the list only upon successful completion of an existing priority.

Carolanne Doig suggested that the BIA host an event, such as a barbecue, to which Seaforth service clubs, organizations and non-BIA businesses be invited to educate them about the BIA. Jan Hawley shared that the Brussels revitalization group had key people in their organization invite service clubs and organizations to a barbecue for the purpose of information sharing and it was hugely successful.

John MacGougan asked what the BIA would be able to do to improve the appearance of the empty gas station, since the 1st priority is to enhance and improve the downtown's main intersection. Carolanne Doig suggested that we let council know of the BIA's plan for improving the appearance of the main intersection and solicit their support and suggestions.

Cathy Elliott stated that our document is still in draft form and must be re-organized and printed before presentation to council and membership.

Action: Jan Hawley, Herb McGowan and Carolanne Doig agreed to look after having the Strategic Planning document prepared for print and printed by mid February 2012.

Jan Hawley was asked to report on funding that might be available to assist with the implementation of the 1st priority of the BIA's strategic plan. She explained funding that may be available through:

1. OMAFRA: RED funding involves providing matching funds to an organization. Esthetic improvements may fall under RED's funding mandate.
2. Huron County: HEDMP funding may be able to provide monies (they provide 70% of project cost, other 30% of cost provided by BIA, 10% of which is cash, 20% in kind). A BR+E is required to apply for this funding. Seaforth completed a BR+E in 1999. It was suggested that the BIA update the 1999 BR+E for use in applying for this funding.

Moved by Carolanne Doig, seconded by Herb McGowan
THAT the BIA complete applications for both RED funding
and HEDMP funding.

Carried.

Action: Jan Hawley will work with Carolanne Doig and Herb McGowan to prepare the applications for these two sources of funding. Jan Hawley will ask Vicki Luke of OMAFRA for assistance with the RED application.

Jan Hawley reminded the directors that a lot of the available public sector funding may be directed to Goderich first because of the tornado damage.

Carolanne Doig asked if there were any private individuals who could be approached for funding. Jan Hawley suggested the McCall-McBain Foundation. It was suggested that the Seaforth Trust could be approached for funding as their mandate is projects for the betterment of the community.

3.2 2011 Activities/Expenditures

There is one outstanding invoice for the MyFM Christmas promotion, which should come in at less than \$1000. The yearend result is a surplus. It was pointed out that the surplus likely resulted from promotions that didn't happen due to a lack of volunteers to plan, organize and execute them.

Herb McGowan asked if the MyFM promotion was successful. Shelly McMillan had no quantitative data to answer the question but did say that there is an increase in MyFM listenership in our area because they cover events in our end of the county.

Cathy Elliott discussed the future of the BIA sponsored Seaforth Business Community Christmas Dinner & Dance. We had a total of 189 attendees, with 90 being from the municipality. The municipality holds their Christmas celebration in Seaforth every 3 years. The HPHA holds their own Christmas celebration which is why the Seaforth Community Hospital staff wasn't in attendance and likely won't be in the future. Discussion took place about possibly holding our event every 3rd year to coincide with the municipality's party in Seaforth or moving to a smaller venue and possibly changing the format of the event to a wine & cheese.

4. **Election of Officers** : (a minimum of 7 directors to be elected from membership)

Present Officers

Co-Chairs	Carolanne Doig and Cathy Elliott
Directors	Jim Dawe Shelly McMillan Betty Small John MacGougan Herb McGowan Pete Klaver Bob Fisher – Council rep
Admin Staff	Jan Hawley, EDO Brad Knight, Treasurer

Cathy Elliott reminded the directors of the 2011 by-law change to the term of office for directors from the term of council (4 years) to 2 years. All but 2 of the directors are able to stay on for the 2nd year of their term.

Moved by Carolanne Doig, seconded by John McGowan

THAT the Bob Fisher be nominated as Chair.

Carried.

Bob would like to have a co-chair to work with him.

Action: The request for a co-chair will be e-mailed out to the membership and posted on the Huron East website.

It was felt that having more than the minimum of 7 directors would be beneficial to having a quorum for all meetings.

Action: Cathy Elliott will approach Steve Candy and Janet Coombs about being directors. Bob Fisher will approach Kim Jamieson with the same request.

2012 Officers

Chair	Bob Fisher – Council rep
Directors	Carolanne Doig Shelly McMillan Betty Small John MacGougan Herb McGowan Cathy Elliott
Admin Staff	Jan Hawley, EDO Paula Michiels, Treasurer

Secretarial duties will be shared by Carolanne Doig and Cathy Elliott. The new procedure for circulating BIA meeting minutes will be to post them on the BIA website (www.shopseaforth.ca) on the Members' Page. BIA members will be notified of this change by e-mail in January and February and on the Shop Seaforth facebook page. Minutes will no longer be delivered in hardcopy to members.

5. Correspondence:

5.1 A Christmas card was received from Seaforth Country Classic organizers Carolanne Doig and Maureen Agar thanking the BIA for their support.

5.2 A thank you card from Joyce Ribey, Whitney-Ribey Funeral Home was received, thanking the BIA for the parting gift.

5.3 Huron Tourism Association e-mailed information about promotions to which we may wish to contribute prizes. Also, we can have our events/offers included in their weekly e-mail newsletter. Send text information only about the event/offer to Marie McGuire (mmcguire@huroncounty.ca).

6. Other:

6.1 Huron East Multi-media Workshop:

Chris Lee will be presenting on Sunday January 15, 2012, 2-5 pm in the council chambers. Attendees must provide their own laptop. Only a few spaces left.

6.2 Cathy Elliott recommended that we continue our membership in OBIAA.

Moved by Betty Small, seconded by Bob Fisher

THAT the Seaforth BIA renew its OBIAA membership.

Carried.

6.3 Cathy Elliott shared that following the launch of our BIA website, Artech put together a special offer for our members:

Setting up a flash enabled website (like the BIA website) \$1500 - 20% discount = \$1200

Setting up a static website \$500 - 10% discount = \$450.

Virginia, the web designer contacted our members about this offer and had no interest.

Cathy suggested that the BIA could subsidize our members with \$100 each to further reduce the cost of setting up a static website. This would reduce their cost as follows:

\$500 - 10% = \$450 - \$100 (BIA) = \$350. This cost, plus the \$180 for domain name & hosting, would bring down the cost significantly. Discussion followed about the benefits to businesses of websites vs Facebook pages for advertising.

Action: Defer decision to the February meeting as directors Carolanne Doig, Herb McGowan, Cathy Elliott and Bob Fisher are attending the multi-media workshop on January 15 and can share their findings with the group.

6.3 Shop Seaforth Website:

Bob Fisher asked that the Concert Series information be updated with his contact information replacing Pete Klaver's.

6.4 Seaforth \$martmoney:

Cathy Elliott reported that as of Dec. 31, 2011, \$56,920 of Seaforth \$martmoney has been redeemed by merchants. She will e-mail and Facebook reminders to merchants of the January 31, 2012 deadline for redeeming Seaforth \$martmoney.

7. **Next Meeting:** February 8, 2012 @ 7 p.m.

8. **Adjournment:** By Bob Fisher at 9:15 p.m.

Co-Chair Cathy Elliott

Secretary, Cathy Elliott