

## Minutes

### Seaforth Business Improvement Area Meeting Wednesday, June 13, 2012 at 6:00 p.m.

Huron East Town Hall  
72 Main Street South  
Seaforth ON

**Directors Present:** Cathy Elliott, Carolanne Doig, Shelly McMillan, Herb McGowan, Betty Small, Jerry Davidson

Cathy Elliott called the meeting to order at 6:00 p.m.

1.0 **Minutes of May 9, 2012**

*Moved* by Betty Small, seconded by Shelly McMillan

**THAT** the minutes of the meeting held May 9, 2012 be adopted.

**Carried.**

2.0 **Business Arising from Minutes**

2.1 Seaforth Smartmoney:

The first issue of Seaforth Smartmoney is sold out. Cathy Elliott took a Smartmoney poster to Primitive Creek and explained the program. She also took posters to 13 Main Street businesses who did not have their posters displayed. Shelley McMillan volunteered to signature stamp the next issue, which goes on sale August 1<sup>st</sup>. Corporate stamping of the next issue will still need to be done prior to August 1<sup>st</sup>.

2.2 Illuminated Christmas Decorations:

Cathy Elliott provided examples of decorations available, their sizes and prices. The existing decorations will not be able to be refurbished again so a 3-5 year purchase of new decorations was discussed as they are expensive and the total responsibility for their purchase is the BIA's. Questions were raised about year-round decorations rather than Christmas decorations being purchased and how much longer incandescent lights will be available.

**Action: Cathy Elliott will get samples and prices of year-round decorations for the next meeting, as well as contact Festival Hydro re: incandescent lights.**

2.3 Visitors' Centre

Cathy Elliott reported that the municipality has powerwashed the cement in front of the Visitors' Centre, paint has been purchased from Sills Home Hardware and the ambassadors have applied 2 coats of paint to the cement.

Cathy Elliott has approached CIBC, TD CanadaTrust and Meridian Credit Union about each supplying a corporate table umbrella for one of the benches.

**Action: Cathy Elliott will follow-up in a few weeks with the financial institutions.**

The property on which the Visitors' Centre is located has been leased from the owner for the past 5 years for the cost of property taxes. The lease expires at the end of 2012 with the option to renew for another 5 year term. Discussion about whether or not to renew for the 5 year term as well as other possible locations for the Visitors' Centre took place. It was decided to investigate the availability of the former Sunny's Gas Bar as well as the possibility of a lease term less than 5 years.

**Action: Cathy Elliott will meet with Brad Knight to discuss the options suggested and report at the next meeting.**

### 3.0 **Correspondence:**

#### 3.1 Seaforth Agricultural Society

A letter inviting the BIA's participation in the Saturday September 15, 2012 Fall Fair parade was received. The theme is Sowing Seeds, Sewing Traditions.

**Action: Cathy Elliott will notify BIA members how they can participate if they so choose.**

#### 3.2 Seaforth Co-operative Children's Centre

A letter thanking the BIA for funding the Easter goodies was received. The centre is hoping to host the event again in 2013. They offered their willingness to participate in or partner in future BIA events.

The 2012 BIA budget was passed by council.

### 4.0 **Unfinished Business:**

#### 4.1 Heritage District Building Compliance/Signage by-law

Cathy Elliott reported that the heritage committee has been working on a new signage by-law and it will soon go to council for approval. The heritage committee is also looking at steps that can be taken to stop work on buildings in the designated heritage district which is inappropriate for the architecture of the buildings.

#### 4.2 2012 BIA co-chair

In the absence of a BIA member volunteering to co-chair the BIA, Cathy Elliott will continue to co-chair with Bob Fisher in addition to the secretarial duties.

#### 4.3 BIA signage @ 4 town entrances

The sign on TMP's property is being replaced and relocated across the street to the area by the Optimists' Park. Prior to being relocated, the Seaforth Spirit logo will be placed at the top of the sign, along with the invitation to explore our heritage Main Street. The other 3 signs will be dealt with in a timely fashion.

**Action: Cathy Elliott will keep in touch with Barry Mills about this.**

A sign design to announce the upcoming Street Festival on July 27<sup>th</sup> was shown. The sign will be designed so that once an event has occurred, the information can be removed and replaced with information on the next event. The sign will not be cemented into the ground so that it can be moved, if required.

#### 4.4 BIA website update

Each month, the BIA minutes will be placed on the website, under the Members' tab. Quarterly, updates to the business information on the map will be updated. Carla Nikitin, Visitors' Centre ambassador, has provided a list of updates/changes she has noted.

**Action: Cathy Elliott will also look at the website for updates/changes needed. She will take new photos and gather the business information and will forward it to the webmaster by the end of June.**

#### 4.5 BIA Strategic Plan

Jan Hawley, EDO, has made arrangements for Nancy Ross to meet with the BIA directors who are working on the final BIA Strategic Plan (Herb McGowan, Shelly McMillan, Cathy Elliott). Nancy has extensive experience in this area.

### 5.0 New Business:

#### 5.1 2012 Business Community Christmas Dinner/Dance

The municipality attended the 2011 event, which brought the number of attendees to 180. They will not be attending in 2012, as they move their celebration to each of the 3 wards on a rotating basis. The hospital alliance also host their own celebration. This potentially brings our numbers to less than 100 attendees. There was discussion about whether or not to have a dinner/dance or change the format, as well as a suitable venue for a much smaller crowd and possible date.

*Moved* by Herb McGowan, seconded by Carolanne Doig

**THAT** a wine & cheese event be held for the 2012 Business Community Christmas Celebration, date and venue to be decided at a later date.

**Carried.**

#### 5.2 Get to Know Your BIA

An event to get BIA members together to provide information on all the activities and promotion done for member businesses by the BIA was discussed and felt to be of value. This could possibly be done at the Christmas wine and cheese party.

**Action: Carolanne Doig will check to see if donated wine can be served, not sold, at this event without compromising a venue's liquor licence. If it is allowable, Corks & Caps could be approached.**

#### 5.3 Forbidden Ride

Participation in this event did not need to be solicited as previous participants came forward. Sally's Closet and Demented Monkey both reported over 120

bikers into their businesses for the event. It was suggested that for future Forbidden Rides, an e-mail reminder be sent out to BIA members asking them to notify the EDO of their interest in being involved.

6.0 **Next Meeting:** At the discretion of the chair, the next meeting will be on Wednesday August 8, 2012 @ 7 p.m. , Second floor of town hall if required.

7.0 **Adjournment:**  
*Moved* by Betty Small to adjourn at 7:00 p.m.

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Co-Chair Cathy Elliott

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Secretary, Cathy Elliott