

Minutes
Seaforth Business Improvement Area Meeting
Wednesday, April 12th, 2017 at 5:30 p.m.
At Municipal Offices

Present:

Directors: Chair Shelley Lindner, Shelley McMillan, Maureen Agar, Melody Hodgson, Shannon Craig,
Council Rep. Bob Fisher

Municipal Staff: Jan Hawley, Economic Development Officer

Guests: Corrine McKenzie

Regrets: Brenda Campbell

Chair Lindner called the meeting to order at 5:30 p.m. and thanked everyone for coming. Maureen Agar offered to take minutes.

1. **Minutes of the March 15th, 2017 meeting were adopted as presented on a motion by Melody Hodgson, seconded Shannon Craig.**

Carried

2. **Business Arising from Minutes:**

(A)-EDO Jan Hawley reported on the very successful presentation of the students from the University of Guelph 'Re-imagining Vintage Main Street Seaforth' at the Municipality of Huron East Council meeting April 4th. The council members were engaged with the presentation and many questions were asked of the students. The next step will be having a small committee formed to speak to all the ideas presented by the students. EDO Jan will speak to Barry Mills about a committee.

(B) Easter Event – Melody Hodgson reported that planning was going very well for the Easter Event scheduled Saturday morning April 15th at the Agricultural building. She reported that BIA members were very supportive of the event and have generously donated to the day. The Ex-Centennaires will once again be cooking and serving up the pancakes and syrup (for a donation on the morning of the event). The Bunny is ready for action, copious amounts of chocolate are ready for the hunt, and crafts will be available for the kids to do.

(C) Summerfest – Melody Hodgson reported that she had sent off the application for a grant through the TD bank and is waiting to hear back. She requested \$4000.00. The HE/SCDT has also donated up to \$3000.00 for the event. She has a list of events for the Summerfest and will be booking soon for the day. A request by the Centennaires to hold a dance on Gouinlock Street during the early evening of Summerfest will be discussed. The arena board will be holding a dance at the arena the night of the event. Chair Shelley of the CIBC will be meeting with the other two banks in Seaforth (Meridian and TD) to discuss how they can support the community for this event. She will report back at our next meeting. Director Melody was reminded to send in her request to close County Rd. 12 from the Legion corner to Goderich Street asap and if the Centennaires did hold a dance to make sure Municipality were prepared for the closure of Gouinlock Street. Melody will wait to see how much funding she has before arranging any entertainment.

(D) Director Maureen proposed an idea for the BIA to help celebrate Canada's 150th birthday. A letter and poster will be sent to each member telling them that a contest would commence on June 1st where BIA members were to decorate their business celebrating Canada's birthday. Community members would judge their favourite BIA business decoration. The winning BIA member will be chosen June 30th and it will be requested they keep their decorations up until at least July 30th. The winning BIA member will receive a reward for their prize from the BIA...TBA.

(E) Director Maureen proposed that we hold the '150 Reasons to Shop Seaforth' during the BIA member decoration contest. Shoppers will be advised to keep their BIA shopping receipts, put 5 receipts in an envelope,

name and phone number...and enter the contest as often as they want! There will be three winners. Three \$150.00 BIA gift certificates will be given to the winners of the draw.

(F) The Horticultural Society asked EDO Jan if the BIA would support their decoration idea for downtown Seaforth for the IPM. They are going to put corn stalks around the hydro poles and would like bows to attach to the poles too. Jan and Maureen mentioned that there are some beautiful 'red and white' bows in bags on the third floor of town hall and they would counted and be given to the Horticultural Society to use.

(G) OBIAA 2017 – Chair Shelley and Director Maureen spoke of their experience at the OBIAA conference in early April. They returned with some good knowledge and great ideas. The ideas were presented to the other directors and discussions were held. Specific ideas were Pilot Projects in the downtown to try out an idea for 3-4 weeks to see what the community thinks of the idea. (see report attached) Chair Shelley would like to see a 'building owner' evening to explain some ideas for their buildings that have proven successful in other communities.

(H) Director Maureen Agar has volunteered to be secretary for the 2017 BIA meetings.

(I) Chair Shelley will meet with CAO Brad Knight and Director Melody Hodgson to talk about the request by CAO Knight for the BIA to organize the 2017 Municipal Christmas gala. Some question about costing and volunteer burnout (IPM) were raised and Concilor Bob Fisher said that from previous events that a turnout of 150 is needed.

(J) Membership involvement- deferred to next meeting

(K) New members (need one more director)- deferred to next meeting.

3. Unfinished Business

(A) Heritage Partnership – deferred till next meeting.

(B) Downtown Group will be formed as discussed in 2 (A)

4.0 Correspondence

– a verbal complaint about Parking/NO Parking signs not being visible or in the right place at the north east corner parallel parking spots on Main Street was brought to the attention of Councilor Bob Fisher. He will speak to Barry Mills about the confusion and see that signs are placed properly.

5. New Business – none

6. Other – none

7. Next Meeting – will be Wednesday Wednesday, May 17th, 2017 at 5:30 p.m. at the Town Hall. **(or at call of Chair.)**

Meeting was adjourned at 6:50 pm on a motion by Shelley McMillan and Melody Hodgson.

1. Pilot Projects (8-80 cities)

- Daydream a project and if it might work in your community a good idea is to do a 'pilot project'. The project would not be permanent but would allow feedback from community! The length of each project should be 3-4 weeks to get an accurate feel. You can do a pilot project for less cost.

Ideas to be considered-

- a) Is it scalable
- b) Is it good for long term
- c) Does it engage and excite community
- d) Does it improve quality of life in your community

How to accomplish idea-

- a) Take action
- b) Evaluate
- c) Refine
- d) Collect data and opinions
- e) Scale up if going to be permanent

Eg: Pop up patios, wider sidewalks, bike lanes, town centre squares, one way streets, no parking on one side of street, trees on street etc

- Mixed use of buildings is done in Seaforth but maybe we could encourage more owners of buildings to renovate upstairs apartments into 'higher end' apartments/condos. These apartments are close to many amenities in the community.

2. Integrity Commissioner

- Supply binding advice about standard of conduct
- There is a complaint protocol
- Public entitled to expect highest standards
- BIA members must be non-partisan
- Cannot use being a board member to abuse official duties
- Treat all (complaints) with respect

- Promotes public confidence

3. Food Halls (like Covent Garden in London)

- Is it doable and needed in your area/community
- Should not be all of one thing (coffee shops/vegetable stands...think mix-artists/food/farmer's market, cooking classes)
- Layout important
- Make area multi-purpose (food hub, parkette, theatre)
- Follow rules and regulations
- Sell idea/brand idea