

Minutes
Seaforth Business Improvement Association
Annual General Meeting
Wednesday, February 26, 2014 at Maplewood Manor

Directors present: Chair Carolanne Doig, Herb McGowan, Maureen Agar, Shelley McMillan, Council Rep. Bob Fisher

Staff present: Jan Hawley, Economic Development Officer.

Guests present: Brenda Campbell, Kim Blok, Melody Hodgson, Sam Riad, Jennifer Mills, Akram Mekhail Jason Baird, Barb Horne

Regrets: Danielle Munro

1. The Chair called the meeting to order at 7:00 p.m. and thanked everyone for coming out. She also thanked Sam and Akram from Maplewood Manor for hosting the meeting and providing coffee and snacks.
2. **Minutes of the January 8th, 2014 meeting were adopted as presented on a motion by Shelley McMillan and seconded by Herb McGowan.** *Carried*
3. **Business Arising from Minutes:**

3.1 Welcome Boxes for Newcomers –We discussed the need for updated “welcome boxes”. There was quite a bit of discussion about how best to revive this program. Blue boxes are no longer required in our municipality so perhaps another container would be better used. It is also preferred that we have more than just gift certificates and coupons in the welcome box. The possibility of creating a “coupon book” also came up. Chair Doig advised that she and the Economic Development Officer had met with Jennifer Mills and had discussed this program as Jennifer has some experience with this type of program. There may be a need for two “strands” one for residents moving to Seaforth and another for businesses moving into Seaforth. Barb Dalrymple from the municipal office had sent out some information about what was done in the past. The Chair suggested that we form a subcommittee to follow up on this program and was delighted when Brenda Campbell, Melody Hodgson, Kim Blok and Jennifer Mills offered to organize this program with our assistance. We will follow-up more on this program at our next meeting.

3.2 Update of Directory /Website - Herb McGowan reported that he had been working on updating the business information for the businesses within the BIA so that the website and brochures remain current. He said he was making headway and would get the information to the EDO for forwarding to Michelle at Artech Signs & Graphics for posting on the website. Directory McGowan also mentioned that he was very encouraged by the great turnout for the AGM.

3.3 Other – The Chair brought up three other items that related to our previous meeting's minutes. 1.) She had contacted Deb Bailey of Huron Song and advised that Huron Song would be willing to sing at the 2014 Santa Claus Parade. 2.) Carolanne was also arranging a meeting with Wendy Hutton to discuss how the BIA might be able to assist with the Tree of Lights campaign in 2014. 3.) The final thing brought up was the OBIAA Conference in Hamilton from April 27 to 30. Rooms have already been booked and we hope upon the approval of our budget that one or two of our committee will accompany our Economic Development Officer, Jan Hawley and attend this very worthwhile conference. **Jan noted that the deadline for the discount for registration is the first week of March and therefore an email will be sent out to the board asking if anyone would like to attend. This email will be sent out February 28th.**

4 Unfinished Business:

4.1 Review of Strategic Plan – Chair Doig explained to the attendees that we had developed a Strategic Plan and that it was posted on the website for all to see. She suggested that we prepare to review the entire plan in more detail at our next meeting once we have an approved budget. Then we can look to see where we are going and what we can strike off our list.

4.2 Seaforth \$mart Money – The Chair and the EDO advised the committee that all \$mart Money had been sold (although it had not all been redeemed). In accordance with what has been done previous years where the money has been used will be recorded on a spreadsheet and the funds will be reconciled for our auditor. Dainielle Munro has already done some of the tracking. It was suggested that we continue with a similar amount and two launches in 2014 and that perhaps launching around Easter Monday, April 21, might be a good time as Easter is later this year. This will be decided at our next meeting. In addition the idea of doing a YouTube presentation on how Smart Money is presented and accepted in the businesses in the BIA was suggested. Brenda, Kim & Melody said they knew some people in media at CHSS and would follow up on this idea. It was also

suggested by Jan that Facebook and other social media might help promote the sale of Smart Money in 2014.

4.3 Sprucing up the Area around Goderich St. E. – Herb said that because of the snow it has been impossible for him to get to the Seaforth Plumbing and Heating owners to propose some form of visual improvement to their side of Goderich street just east of the lights. The good news was that Shelley had had a chance to speak with them and they are receptive to making some enhancements to their storefront. Herb will initiate dialogue with them once the weather is better. Maureen asked Bob about changes/improvements to the Main intersection and Bob said he would ask at the next council meeting what the plans were and how the changes might affect what we are doing.

5 Correspondence – Discussion about the new Health and Safety requirements for ALL businesses got everyone’s attention. The BIA will email the link regarding this new legislation to all BIA members so they can follow up as best suits their business. **Action: email members.**

6 New Business:

6.1 Easter Events – Easter is weekend of April 18-21 this year. Councilor Fisher advised that he had already contacted the Seaforth Co-Operative Day Care and advised them that upon approval of our budget we will once again support the purchase of treats for the children as part of the Easter festivities. Herb McGowan expressed his hope that there be a return of the Fairy Tale characters in addition to the Easter Bunny. Bob and Herb will look into how this works for the day care program and will arrange to get costumes etc. as needed.

6.2 Summer Festival – We were fortunate to have with us Barb Horne from the TD Bank along with new manager, Jason Baird. The TD is willing to organize a number of coordinated events to be held around the third week of July. They would like the events to appeal to people of all ages and are willing to work with other organizations towards the event’s success. Jason advised that the TD would probably be willing to donate some money to sponsor the hiring of a band for the event. He is going to get us the required paperwork so that we can get it filled out to TD’s specifications. We will follow up at future meetings to help with the planning.

7 Other Business:

7.1 2014 Budget – The proposed 2014 budget was handed out and comments were made about how we were trying to keep the budget very close to what it was in 2013. An opportunity for questions and comments was given to the board and the guests. It was noted that our BIA is 33 years old and one of the oldest in the area. A suggestion that we might consider expanding our footprint was made by Director McGowan. Chair Doig suggested that this may be something we could add to our Strategic Plan and perhaps do to celebrate our 35th anniversary.

A motion was made by Herb McGowan and seconded by Maureen Agar that the 2014 BIA Budget be adopted as presented. *Carried*

The budget will now be sent to council for approval.

7.2 Resignation and Appointment of Directors – The Chair and the EDO reported that two directors had sent in their resignations using email. Both Betty Small and Cathy Elliott resigned. Then Chair Doig explained the need to have more directors, the term of office, and some of the duties required. Director Maureen Agar nominated Brenda Campbell and to our committee's delight Brenda agreed to stand as long as Melody Hodgson and Kim Blok became directors too. In essence, they all volunteered.

A motion was made by Bob Fisher and seconded by Maureen Agar that we accept the addition of Brenda Campbell, Kim Blok, and Melody Hodgson to our board and accept the resignations of Cathy Elliott and Betty Small. *Carried*

8 Next Meeting – Wednesday, March 12 at 7 p.m. in the Town Hall.

9 The meeting was adjourned at 8:20 pm on a motion by Maureen Agar.