

**Minutes  
Seaforth Business Improvement Area Meeting  
Wednesday, March 13<sup>th</sup>, 2013, 7:00 p.m.**

**Present:**

Chair: Carolanne Doig,  
Directors: Shelly McMillan, Herb McGowan, Councillor Bob Fisher  
Staff: Jan Hawley, Economic Development Officer  
Guests: Maureen Agar

**Regrets:** Director Betty Small

Chair called the meeting to order at 7:05 pm in the committee room on the 2nd floor at Town Hall.

1. **Minutes of February meeting** were adopted as presented/posted on a motion by Herb McGowan and seconded by Shelly McMillan.

**Carried**

2. **Business Arising from Minutes:**

- 2.1 **New Member Recruitment – Update**

Discussion regarding board membership recruitment led to the reading of two items of correspondence received by Chair Doig via email. The first was from Cathy Elliott, who has agreed to remain as a director for 2013. The other was an email from Maureen Agar, who is a partner in Careen Inc. which hosts the Seaforth Country Classic. Careen Inc. is willing to join the BIA as an associate member, and Mrs. Agar is willing to sit as a director on the BIA board.

**Moved** by Herb McGowan and seconded by Shelley McMillan that the BIA accept both Cathy Elliott and Maureen Agar as members and directors of the board.

**Carried**

**Action** – The BIA Chair & the EDO will compile the list of the “2013 Slate of BIA Directors” and submit to Council for approval.

Discussion took place regarding further recruitment. It was suggested that Danielle Munro, an employee of Foodland be invited to a future meeting. It was felt that Danielle would bring youthful

input and enthusiasm to the board. Danielle's mother has been approached and feels Danielle would be a conscientious contributor.

**Action** – Carolanne will invite Danielle to attend our next meeting. In addition, Carolanne reported that although our request for a high school student at CHSS has been posted, no one has expressed an interest.

## 2.2 Brochures

The EDO reported that she and the Chair had worked on the brochures and the website for about three hours bringing both up to date for 2013. Many edits were made for dates of events as well as changes in business location on the BIA map. It makes sense to do both the website and brochure updates at the same time as they go hand in hand. Three pages of edits have been sent to Artech Signs & Graphics for the website update. Due to the fact that the EDO and Chair had to call many of the event planners to confirm dates for 2013, it was suggested that for 2014 the BIA send out some kind of notification to service groups, etc. asking them to get their event dates to us by the first week of January. Bob Fisher suggested that we begin this process at our autumn meeting because everyone is so busy at Christmas.

**Action**– This will be added to our fall meeting agenda.

2.3 Website – this was discussed in 2.2 above – website updates have been made and submitted to Artech Signs & Graphics for posting.

2.4 Strategic Plan Display – Chair Doig reported that the Strategic Plan display boards were now on display in the window of BJM Financial and that Brian Melady kindly allowed us to display the boards there. Herb commented, and others agreed, that he felt that the display was “too busy” as there is a lot of information crammed into a small space and even some boards in the outdoor lobby area. The Chair explained that the original plan was to use the entire window space, including the use of easels to elevate and stagger the boards, but that BJM decided to do an Easter display that included two live bunnies in the window and that resulted in less space for the BIA display. The good news is that the display

did attract the attention of the Seaforth Expositor and as a result, Editor Susan Hundertmark interviewed Jan Hawley and Carolanne Doig and also took a photo in front of BJM Financial. Perhaps after the story is published in the paper, it may result in even more interest. It was suggested that after Easter, we thank Brian Melady, owner of BJM Financial for the use of his window and then ask the owner of the Beauty & Beads property if we could display the boards on the other side of Main Street.

**Action** – Jan Hawley will follow-up with the owner of the Beauty & Beads property and ask if we can do this. The Chair, on behalf of the BIA, will send a thank you note to Mr. Melady after Easter.

2.5 Post Office Recycling – Chair Doig had nothing to report, but Maureen Agar advised that to her knowledge the Post Office is not allowed to have inside recycling. Jan Hawley said she would check at another post office to find out if this is a general Canada Post policy or just a Seaforth Post Office policy.

2.6 Seaforth \$mart Money Preparation and Launch – The Chair reported that the Seaforth \$mart Money was in the vault at the Town Hall along with the seal and Herb McGowan's stamped signature. Shelley McMillan reported that the money is orange in colour for 2013. **(Since the meeting, the colour has been confirmed as fluorescent green.)**

**Action** – Shelley McMillan and her staff will prepare the money for the first launch of \$25,000 to be made available for purchase at the Town Hall on Wednesday May 1. Bob and Herb both offered to help Shelley if required.

**Action** – Chair Doig and Jan Hawley will arrange to have an email sent out to all past purchasers of \$mart Money to remind them of the launch – Barb Dalrymple or Cathy Elliott has the email list.

**Action** – Chair Doig and Maureen Agar will set up a sandwich board with green and white balloons and streamers in front of the Town Hall on Wednesday May 1 to draw attention to the launch.

**Action** – Jan Hawley will advertise the launch on Facebook.

**Action** – Chair Doig will prepare a point form reminder about how to handle the Smart Money and email it to the BIA businesses . Points will include: display poster in window, accept as cash, give change as if cash, stamp the back of it, redeem at CIBC.

2.7 Easter Activity – Councillor Fisher and Jan Hawley reported that the Easter event has been advertised by the day care including Facebook. They are aware they can use the Bunny costume and will receive funding for candy although they must purchase in Seaforth. The event is also included on the E-waste flyer distributed by the municipality. Councillor Fisher had told them they could have \$100.00, but when the Chair reviewed the budget and saw that the BIA had budgeted \$250.00 for Easter it was agreed that Councillor Fisher would advise the day care that they could spend \$150.00

**Action**– Bob Fisher is to contact the day care and advise them of the increase in “candy” funding.

### 3 Unfinished Business:

3.1 Easels – Nothing to report.

3.2 Garbage Cans Update – Herb McGowan advised that although the order had been placed there was still the option of choosing an antique brown colour over the straight black. After some discussion the antique brown with a black top was chosen.

**Action**– Jan Hawley will notify by email our decision on the colour.

3.2a Funding – The EDO will check into available funds and she believes it may be around \$1,000.00. Discussion concluded that if some funding is available for “soft costs” we might begin the Main Corner Mural project with this funding.

3.3 Budget 2013 – The budget will be presented at council’s next meeting March 19<sup>th</sup> and our Council Rep, Bob Fisher, did not anticipate any problems with getting the budget approved.

- 3.4 Action Plan (Strategic Plan) – Main Corner Property Owners – We had a good discussion about our next steps in following our strategic plan. After lots of input from everyone it was agreed that we would begin by approaching the owner of the GT Mini Mart building in writing and offer to paint the north wall of his building in an approved heritage colour with the intention of displaying a removable mural in the near future. We would also offer to paint the front façade of the building if he pays for the paint. The offer to paint the north wall – we pay for paint and labour – is in exchange for the use of the wall space for the mural.

**Action** – Chair Doig will compose the letter, but before sending it to the property owner, will send it to the BIA executive for suggestions, editing etc.

- 3.5 Tourist Info Booth – Councillor Fisher had been asked to bring something in writing Re: Permission to move the Tourist Info Booth into the Town Hall. However, he advised that after discussion with CAO Brad Knight, Brad expressed that he would prefer that the tourist booth not be moved to the town hall at this time because of all the other renovations etc. that are currently taking place. Brad suggested that perhaps renting the old Terry's Restaurant location across from Tim Horton's might be a viable option. The EDO had some serious concerns about this as did the members of our board – eg. Why move if the property is for lease and a business could come in at any time resulting in the necessity to move again? Also, the EDO did not want to go through all the hassle of moving everything since we've already spent funds on the current location (i.e. Washrooms.) If acceptable to the property owner, the committee would prefer keeping the information booth on Main Street until it can be moved to the Town Hall – perhaps next summer.

**Action** – Councillor Fisher will ask the Municipality to contact the owner of the property to initiate a one year lease in which the BIA will pay the taxes on the property in exchange for the use of the property. The May 24<sup>th</sup> weekend is the scheduled date for the opening of the Tourist Information Booth.

### 3.6 Sandwich Boards –

**Action** – Carolanne is to find out from Phil Duncan at Artech Signs & Graphics if the sandwich boards currently in use can be refinished as many are scratched.

3.7 OBIAA Conference– The EDO advised that the conference “Early Bird” registration deadline had been extended until March 15th and encouraged any board member, who could attend, to do so. In her opinion, this national conference was one of the best out there offering great educational and networking opportunities. EDO Hawley will be attending. After some discussion, the Chair agreed to attend one of the days of the conference since she cannot commit to the full four days off work.

**Moved** by Herb McGowan and seconded by Shelley McMillan that Carolanne Doig be allowed to attend the OBIAA conference using money allocated for this in the budget.

**Carried**

**Action** – The EDO will assist the Chair in getting her registration completed and selecting workshops to attend.

3.8 Go Postal Financial Support – Maureen Agar reported that things were looking good and several community groups had offered to come on board and host a variety of events designed to get families involved on July 1 and also celebrate the 100<sup>th</sup> birthday of our Post Office building. Maureen asked if we could notify businesses who have received heritage plaques and have the plaques displayed in their windows on July 1 so people visiting Main Street could see them. She also said that there may be some prizes required for winners of some contests (yet to be determined). The BIA Board agreed that it would donate some Seaforth \$mart Money for this. Herb McGowan requested that Mrs. Agar bring a proposed budget to our next meeting so that we can make an informed decision about how much to donate.

**Action** – Jan Hawley and the Chair will contact the businesses and request the plaques be displayed.

#### 4. Correspondence

There were three pieces of correspondence – one from Cathy Elliott and one from Maureen Agar – already discussed (above) and one from Laura Dekroon regarding a meeting in April for an Active Transportation Community Meeting. The Chair has agreed to attend the meeting and will forward the invitation to the BIA members and Gateway Executive.

**Action**– Carolanne Doig to RSVP her intention to attend and will forward the invitation by email to all BIA members and to the Gateway Executive.

#### 5. New Business

5.1 BJM Easter Contest – Prize to Winners – Brian Melady is sponsoring an Easter colouring contest and will be giving prizes to the winners.

**Moved** by Bob Fisher and seconded by Herb McGowan that the BIA donate six \$10.00 gift vouchers for this cause.

**Carried**

**ACTION:** Jan Hawley and Chair Doig will get the vouchers to Brian Melady.

5.2 Souper Saturday – Herb McGowan reported that everything is coming together for the Souper Saturday and that there are 23 “chefs” participating. Most of the advertising is being done by social media. Also, a cookbook has been created using recipes from past Souper Saturday events. The formatting was undertaken by Carolyn Parks Mintz for which Mr. McGowan expressed his appreciation. The books will be on sale at the event for \$10.00.

#### 6. Other

- The Chair reported that the social networking tool “Posterous” is being closed down and that there is time to download old files if needed. Jan Hawley advised that Chris Lee was going to help her with this.
- The EDO reported that Huron–Perth Epilepsy is moving from the Post Office to the location previously occupied by Demented Monkey. She will arrange to have this changed on the brochure map and website. Epilepsy will also be conducting the Beer Bottle Return from the back of their new location on Saturdays. This will also be included on the map/ brochure & website.

- Chair Doig is to contact Barb Horne re. summer event – formerly Moonlight Madness with the information that the BIA is not planning a summer event at this time, but instead will work with, and support the July 1 “Go Postal” event. Should the businesses on the Main Street wish to hold a summer event – sidewalk sales, etc. then that is certainly encouraged.
- The need to reduce the number of meetings was discussed and it was agreed that if board members were empowered to pursue the actions presented at its meetings then it was not necessary to meet every month. Meetings can be called at the discretion of the Chair, at any time, in addition to scheduled meetings, should the need arise.

**Next Meeting:**

Wednesday, May 8, 2013 – location and time to be determined and will be posted on the Huron East Website Calendar under the meetings section.

7. **Adjournment:** Meeting was adjourned at 8:55 pm on motion by Shelley McMillan.