

Minutes
Seaforth Business Improvement Association
Wednesday, May 8th, 2013, 7:00 p.m.
Committee Room Municipal Offices, Seaforth

Present:

Chair Carolanne Doig,
Directors: Betty Small, Maureen Agar, Cathy Elliott
Council Rep. Bob Fisher

Staff present: Jan Hawley, Economic Development Officer.
Guest: Danielle Munro

Chair Carolanne Doig called meeting to order at 7:07 pm in the committee room at the Huron East Municipal Offices.

Danielle Munro was introduced to the board, and it was established that if Danielle would like to be a part of the BIA Board and assist with various BIA events etc. she would be most welcome.

1. **Minutes of March meeting** were adopted as presented/posted on a motion by Bob Fisher and seconded by Betty Small.
Carried
2. **Business Arising from Minutes:**

2.1 New Member Recruitment – Update

Information was presented by the Chair that she had received from Huron East CAO Brad Knight. The information referred to the appointment of directors and the applicable by-laws. It was determined that should a vacancy on the Board of Directors arises then council is within its right to appoint someone to fill the vacancy. In addition, it was pointed out that most BIA terms of appointment are the same as council, but that our term has been established at two years. Therefore, it is not necessary for the board to resign at each AGM. However, it will be necessary to track the term to insure that someone whose term is up resigns so that applications can be received and/or the director reinstated. A letter from Brad Knight was read that confirmed the appointment of the current directors. *(The motion to adopt the current directors has been uploaded to the BIA website and can be found under the members' page.)*

2.2 BIA Budget

The Economic Development Officer reported that the BIA budget for 2013 was accepted as presented and approved by council.

2.3 Seaforth Smart Money Launch

Director Maureen Agar and Chair Carolanne Doig reported that the Smart Money was launched on May 1st as scheduled. Signage, balloons, & ribbon were put in front of the town hall and the staff was prepared for an onslaught of buyers. Many thanks to Barb Dalrymple as well as the Looking Glass Team and Director Herb McGowan for getting everything ready, including the money stamped and signed on time. We discussed a few things related to the Smart Money Program – the fact that we did not have a prepared list of those who accept the money in their stores. This was brought to the Chair’s attention when a Seaforth resident called to make her aware of the fact that some merchants do not take the money. A list was then prepared and made available. Chair Doig had previously sent notices to all the BIA businesses with a five point launch plan, but it is still evident that not all take part. The other issue was that some merchants do not take the money after the ‘expiry” date. Since technically there is no expiry date we need to make sure that the merchants, customers, and the bank knows that the money can be used and collected even after year-end.

Action: The EDO and the Chair will prepare this information and make sure all parties are aware – posting on website etc.

2.4 Status of Strategic Plan & Funding Applications

The EDO reported that a funding application would be completed, which would help support the cost of the mural wall proposed for Seaforth’s main intersection. Both the Chair and EDO will work on this funding application. It was exciting to report that the owner of the building housing GT Mini Mart has agreed to let the BIA use the north wall for the mural display. The letter from the owner was read at the meeting. The EDO has already been in touch with a local business for a quote on the wall preparation, and Chair Doig has asked for a quote on the cost of the mural. An additional

quote will be received before final plans are approved. This is a major component of our Strategic Plan and is an exciting project.

Action: EDO Hawley and Chair Doig will present the funding application to the Huron County Economic Development Partnership. Chair Doig will obtain two quotes for mural.

Jan Hawley reported that the new garbage cans would be ready within a few weeks and they would be two-tone as planned. Cathy Elliott suggested it may be a good idea to send a letter to the editor explaining the reasoning behind these new acquisitions.

Action: Carolanne Doig will send a letter to the Expositor explaining the reasoning behind the new garbage bins.

Jan Hawley reported that we had not yet found a new place to display our Strategic Plan Boards.

2.5 Events: Easter Activity – Go Postal

It was reported that the Easter event went very well and the Seaforth Co-operative Children’s Care stayed well within their budget with the Easter candy.

Director Maureen Agar gave a report on the “Go Postal” July 1st Event, which is taking shape. Included in the report was a request from the Go Postal group asking the BIA for financial support in the amount of \$500.00, which will be used for prizes for the poker rally, chalk for the sidewalk art.

Moved by Bob Fisher and seconded by Betty Small, that the BIA fund the Go Postal celebration with \$500.00 to be used to purchase prizes for the poker rally and chalk for the sidewalk art, on the condition that all purchases be made in Seaforth, invoices will be sent directly to the BIA.

Carried.

2.6 Tourist Info Booth

Jan Hawley reported that an agreement had been made with the owner of the property beside Flower Magic to allow us to lease the property as before, but on a one year basis to be renewed annually, if required. The location of the tourist booth for 2014 will be reviewed again before next year. Cathy Elliott asked about the location of the umbrellas for the tables, and it was determined they are in the basement of the

town hall. Maureen Agar is going to check out getting some shrubs/plants to make the setting more attractive. The booth will be up and running for the long weekend in May. Cathy Elliott brought up the need for “Music on Main Street” and pointed out that Barb Dalrymple has the music etc. at the Town Hall and we just have to get it up and running. **Action: EDO Hawley will work with Director Agar on getting the booth area ready to go. Director Cathy Elliott has volunteered to work with summer staff to ready the booth for the season.**

2.7 OBIAA Conference

Jan Hawley, Chair Carolanne Doig, & Director Maureen Agar spoke of the great conference in Toronto and how inspirational it was. Maureen suggested that perhaps we could email the keynote speaker’s 8-80 Cities presentation to our directors. **Action: Chair and EDO will e-mail the 8-80 Cities’ program to BIA directors for their information.**

2.8 Website Update & subsidy program

EDO Hawley and Chair Doig have worked on updating the website and getting the information to Kara at Artech. There have been several changes to the BIA membership roster, including the addition of four associate members. Kara at Artech is doing a great job keeping the website and map updated once Jan gets the changes to her. This is an ongoing and time-consuming part of our mandate, but is very important.

2.9 BIA Brochures

The good news is that the brochures have not yet been printed so that the changes mentioned in item 2.8 can be incorporated into them.

3.0 Correspondence

Three pieces were presented by Chair Doig – one was a letter from ON1CALL RE: Call before you dig, one was an email from Dave Scott to Carolanne Doig advising that he was still working on interviews with elderly Seaforth residents as part of our living history project, and the final piece of correspondence was the letter from Brad Knight RE:

Appointment of Directors, which had previously been discussed in 2.1 above.

Additional correspondence presented at the meeting, including the email that had been sent by Maureen Agar regarding the light show information meeting. There was also a brief follow up on the Active Transportation letter that had been received at the last meeting. Jan Hawley and Carolanne Doig both attended the initial meeting of this new organization and will remain in touch with the committee although they will not attend as part of the “core” group.

4. Unfinished Business

4.1 Sandwich Boards –

Chair Doig had no news as she had not seen Phil Duncan of Artech and Graphics about this.

4.2 Crosswalk and Heritage District Signage

Chair explained that this item had been revived from old meeting information, and the executive just wanted to find out from Bob Fisher what was happening. Councillor advised that he was working on this with Barry Mills.

Action: A letter will be sent from BIA to Barry Mills to find out status of these items including the “NO Parking” signage on Gouinlock Street.

4.3 Go Postal – had already been discussed earlier in the meeting.

4.4 BJM Financial Services Easter gift certificates

It was reported that the six \$10.00 gift certificates had not been used for the Easter contest, as planned. It was decided to keep them on hold for future use to be determined.

4.5 Seaforth Historic Plaques

Jan Hawley is working on getting them all finished and distributed. Director Agar and others on the executive will encourage all recipients to display the plaques prominently during the Go Postal celebration. Easels are recommended and Chair Doig agreed to discuss the manufacture of some

easels by John A. McDonald, a retired shop teacher who lives in the Bridges of Seaforth.

Action: Carolanne Doig will contact John McDonald about making some easels with guidelines from the EDO. Director Agar, the EDO & the Chair will remind all BIA plaque recipients that the BIA would like the plaques displayed especially during this special time.

5. New Business

The Foodland fire was discussed and it was pointed out by Jan Hawley and Chair Doig how quickly the town acted to assist Steve Delchiaro as well as the many citizens who rely on the grocery store. There was no information available regarding temporary location of the store.

6. Other

- 6.1 Rediscovering Canada Television – Jan Hawley brought us up to date on the Rediscovering Canada Television Private Screening to be held at 7 pm on May 22nd at the Seaforth Golf Course. She invited all the BIA Directors to attend the screening. Furthermore, there will be a public invitation via a print AD in the local newspapers. The episode, which will profile both Seaforth and Brussels, will be available for viewing on www.ibity.org the entire week of May 27th for *FREE*. For anyone who misses the Seaforth date, a second showing is scheduled at the Brussels Business & Cultural Centre on May 24th at 7 pm. Everyone is welcome.

Action: Jan Hawley will send an invitation to the screening to all the BIA members. Done May 8th, 2013.

6.2 Citizenship Awards

Cathy Elliott was happy to report that the Seaforth Agriculture Society will take over the management and selection of the Seaforth Citizenship Awards. Barb Dalrymple has much of the information in the office and will assist with this transition. Thanks to Director Elliott for arranging this.

Action: A good news letter will be sent to Council about this.

7. Next Meeting – will be at the call of the Chair, as required

8. Meeting was adjourned at 9:20 pm on a motion by Bob Fisher.