

**Minutes**  
**Seaforth Business Improvement Area Meeting**  
**Wednesday, October 10th, 2017 at 5:30 p.m.**  
**At Town Hall**

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**Present:**

Directors: Chair Shelley Lindner, Shelley McMillan, Corrine McKenzie, Maureen Agar, Council Rep. Bob Fisher  
Municipal Staff: Jan Hawley, Economic Development Officer,  
Guests: Trina O'Rourke  
Regrets: Brenda Campbell, Melody Hodgson, Shannon Craig

Chair Lindner called the meeting to order at 5:36 p.m. and thanked everyone for coming and a special thank you to Council Rep. Bob Fisher for the pizza.

- 1. Minutes of the September 6, 2017 meeting were adopted as presented on a motion by Shelley McMillan, seconded Bob Fisher.**

*:Carried*

**2. Deputation:**

Trina O'Rourke from Cotton Harvest Quilts came and spoke to the BIA directors about the fantastic 'Van Gogh' Quilt event that she has lined up for the town of Seaforth November 30<sup>th</sup> from 10-5, December 1<sup>st</sup> from 10-7, and December 2<sup>nd</sup> from 10-4 . The unique quilt show is touring the world and Seaforth is the only Canadian stop. Each year a theme is picked and then people enter their 20" quilts in the contest and the show tours the world. The 120 quilts will be coming from Houston, Texas to Seaforth. Trina has had over 27,000 hits and 388 shares of her Facebook poster. She spoke of her plans and requested assistance from the BIA. She knows there are at least four bus loads of people coming. This is an exciting event for our community and there could be well over 2000 or more attending. The BIA and Jan Hawley will work with Trina to make sure that the community is prepared to showcase itself. Advertising of the event and many other ideas were discussed.

**Business Arising from Minutes:**

(A)- Summerfest – no report

(B) Director Maureen Agar brought everyone up to date on the budget. The BIA has been very prudent this year and has had many successful events: Easter, Summerfest, Canada 150<sup>th</sup>. The Christmas budget was discussed and we will be sending out information to membership about what we have in store for an exciting season. The theme that we are going for this year is 'Country Comfort' and would like to see the downtown dressed up for the Quilt show. Director Shelley McMillan will be working on the advertising portion of the 'Shop to Win' Seaforth contest encouraging people to save their Seaforth BIA receipts to receive a chance to win BIA certificates.

(C)Chair Shelley Lindner spoke with Melody Hodgson and was told that Melody would be handing in her resignation from the Seaforth BIA.

(D) Chair Shelley discussed the research that she and Corrine have been doing for Edison lights to be strung from hydro pole to hydro pole on Main Street. The lights come in 25 foot lengths with bulbs 2 feet apart. These lights could be left up all year round. She will be speaking to Barry about the logistic and requirements. Hopefully these lights will work and can be installed this year. It was decided that the wreaths will again be put up (without lights) as getting new Christmas decorations is costly and the BIA is working on their plan for new ones in future. It was decided to find someone to decorate the Information Booth as so many BIA directors are busy and cannot find the time to do this.

(E) Councillor Bob Fisher and Director Shelley McMillan drove around Seaforth after last meeting and feel the Parking signage is a lot better than it used to be.

(F) Chair Shelley will be organizing another 'face to face' blitz for the BIA membership in late October or early November. We all felt it was a great success and helped the membership put a face to the Directors.

(G) Jan Hawley spoke of the fantastic success of the 2017 IPM in Walton. Even though one day was lost due to weather the Huron East tent was busy for all four days. She praised the volunteers and Municipal staff for their hard work and support at our tent. The IPM and the Huron East tent received wonderful media coverage. The winner of the \$1000 package was from Gowanstown and the winner of the Hole in One prize was from Uxbridge. People from Holland, Denmark, Calgary, Edmonton and all over Ontario toured the Huron East tent and entered the contest.

### 3. Unfinished Business

(A) Heritage Partnership – Will work on this next year.

(B) Maureen Agar spoke about the Trust replacing the old sound system and two speakers have been attached to the Post Office building (until the new street-scape is done) and will be working on having music playing throughout the day. Councillor Bob Fisher suggested the music play Monday to Friday from 10-5 pm.

(C) Planters for Main Street will be discussed in January.

(D) Director Maureen will send correct contact information and new business contacts on the Shop Seaforth directory and to Artech to be put on website.

(E) Chair Shelley will continue to look in to a student representative on the BIA.

(F) There is still some \$martMoney at the bank. It continues to trickle in.

(G) The BIA will make a presentation of their year to Huron East council in January.

(H) Main Street construction will be discussed in the new year.

### 4.0 **Correspondence-** none

### 5.0 **New Business –**

(A) It was suggested that a Customer Service Workshop be held for the BIA membership as it has been noted that some people have had negative experiences in some stores. Business owners and staff need reminder about good Customer Service habits. Discussion was held on whether a workshop is needed, how to proceed if one was held, and how much to charge. This will be discussed at future meetings.

(B) The idea for a Friday event each month in the summer that was suggested by Councillor Bob Fisher will be discussed in the new year.

### 6.0 **Other –** none

7.0 **Next Meeting –** will be Wednesday Wednesday, November 8th , 2017 at 5:30 p.m. at the Town Hall. **(or at call of Chair.)**

Meeting was adjourned at 7:35 pm on a motion by Bob Fisher and Maureen Agar.

