

## Minutes

### Seaforth Business Improvement Area Meeting Wednesday, January 23, 2013

Huron East Town Hall  
72 Main Street South  
Seaforth ON

**Directors Present:** Bob Fisher, Cathy Elliott, Carolanne Doig, Shelly McMillan, Herb McGowan, Betty Small,

**Staff Present:** Jan Hawley, EDO Cathy

Bob Fisher called the meeting to order at 7:00 p.m.

1.0 **Minutes of November 14, 2012 Meeting**

*Moved* by Carolanne Doig, seconded by Herb McGowan

**THAT** the minutes of the meeting held November 14, 2012 be adopted.

**Carried.**

2.0 **Business Arising from Minutes**

2.1 2012 BIA Christmas Wine and Cheese:

It was felt that this event was well attended and those in attendance gave it good reviews. There was excellent newspaper coverage of the event, which included release of the BIA's Strategic Plan and presentation of heritage plaques to building owners. The plaques are beautiful and were well received. Total cost of the event was \$754.

Cathy Elliott reported that the deadline for completion of the plaquing project has been extended until December 31, 2013 after which time any unused Trillium grant monies must be returned. Carolanne asked if the plaques would be encased in acrylic and mounted on the exterior of the buildings. Jan Hawley answered that the plaques are to be displayed in the window of the building. She acknowledged that although the recipients are made aware of this, it has not been happening and this needs to be better coordinated with the recipients. NAPA has their plaque on an easel in their window. CHSS will be approached by Jan Hawley and Dwain Forrest will be approached by Cathy Elliott re: making similar easels for plaque display.

2.2 2012 Seaforth's "Spirit of Christmas" Promotion:

Cathy Elliott reported that 129 ballots were received and the winners:

1<sup>st</sup> place – Sarah Hart of Brussels, basket of merchant gifts

2<sup>nd</sup> place – Sarah Stoll of Kippen, \$100 BIA gift certificate

3<sup>rd</sup> place – Lillian VanPoucke of Seaforth, \$50 BIA gift certificate

were all pleased with their prizes. Betty Small reported feedback from an out-of-town shopper who comes once a month to Seaforth that she found it to be a great

promotion (she saw it in Timber's Outfitters' window) and as a result, shopped up and down our Main Street which was not her usual practice. Total cost of the promotion was \$1872.

### 2.3 ABC List:

Cathy Elliott reported that of the 26 BIA members on the list who were asked to donate to the Santa Claus parade, 15 made donations totaling \$505. Discussion revealed the thought that this list was short on retailers, long on professional/service businesses and that may account for the decrease in parade donations.

Herb McGowan shared an idea for a downtown Christmas promotion...a Christmas choir flashmob party. Invite the church choirs to a carol sing/flashmob party on Main Street, video it and post on YouTube. The idea would require an individual to contact church choir directors and coordinate the event.

### 2.4 Strategic Plan:

The poster boards outlining the BIA's Strategic Plan which were displayed at the Christmas wine and cheese were well read by those in attendance. Carolanne Doig suggested that we post them for all to read. She will approach Brian Melady about using his office window for this purpose.

Discussion was held about the problem of bags of household garbage being placed in, on and around existing garbage cans, as well as the deteriorating condition of existing garbage cans. Goderich had a similar problem which was solved by installing garbage cans with domed tops and openings large enough to accommodate a coffee cup.

**Moved** by Carolanne Doig, seconded by Betty Small

**THAT** 10 garbage cans for Main Street be purchased as the first implementation of the plan. **Carried.**

Herb McGowan will contact Jim Wallace and order the garbage cans.

Carolanne Doig pointed out that the garbage can in front of the post office is frequently overflowing with unwanted flyers from post boxes. Past requests for a recycle box inside the post office, as is done in Goderich, have been turned down. Jan Hawley will approach the new post mistress to revisit this possibility.

### 2.5 Seaforth \$smartmoney:

Cathy Elliott reported that \$6090 in \$smartmoney was spent in December with a total to date of \$56,500. The 2012 promotion ends January 31, 2013. A review of the sales revealed the May issue sold out quickly, the August issue sold very slowly and the November issue sold out in 6 days. Bob Fisher suggested the following recommendations be made to the membership at the AGM:

- a) Continue the \$60,000 Seaforth \$smartmoney promotion
- b) Issue \$smartmoney on two dates: \$25,000 on May 1<sup>st</sup> and \$35,000 on October 1<sup>st</sup> with the limit to remain at \$300 per person per issue.

### 3.0 **Other:**

#### 3.1 Go Postal

Cathy Elliott explained that the post office building is 100 years old in 2013 and ways to celebrate this were being looked at. A group of interested citizens are working to organize low/no cost family friendly events in Seaforth for the July 1<sup>st</sup> Canada Day holiday to encourage people to stay in town after the Firemen's Breakfast. Letters to local groups and clubs are being sent out to gauge interest and seek assistance. The BIA may be approached for their involvement.

#### 3.2 Farewell/Welcome gifts for members:

Cathy Elliott reported that gifts for departing members Chris Cardno and Tyler Papple have been purchased. A welcome gift for Common Scents is in the works.

#### 3.3 2012 & 2013 Budget:

Cathy Elliott reported that as of January 8, 2013 the budget had a healthy \$11,700 surplus. However, this money is earmarked for new garbage cans on Main Street and the purchase of new illuminated Christmas decorations for Main Street. Bob Fisher met with municipal staff to look at a draft budget for 2013. Setting of the new budget will have to be dealt with by the directors elected at the February 13, 2013 AGM, using the items in the strategic plan to guide them.

Discussion about relocating the Visitors' Centre to the lobby of the municipal offices revealed that this might not be possible in 2013 due to the extra work necessitated by the roof leak. The possibility of relocating for 2013 to the former Terry's Family Restaurant location on Goderich Street was discussed. It would provide high visibility and hopefully could be rented for just the spring/summer season.

#### 3.4 Maplewood Manor Retirement Home:

Jan Hawley reported that Sam Riad, owner of Maplewood Manor has agreed to become an associate BIA member. He has been added to the e-mail contact list and will be billed for the membership. As of February 1<sup>st</sup>, 5 residents will be living in the facility which can accommodate 28 residents. When at full occupancy, as many as 25 employees will be working there.

#### 3.5 BIA's in our Area:

Jan Hawley reported that within the last 2 years, two North Huron communities have formed BIA's. Jan and Cathy Elliott were asked to speak with both communities prior to the formation of their BIA's, due to the success and positive media exposure of the Seaforth BIA. Many of our initiatives have been undertaken by neighbouring BIA's. **It is imperative that our BIA continue to exist and promote Seaforth business.** We need to support and appreciate the BIA's work.

Carolanne Doig suggested that we consider adding a high school student to our executive. This would provide the BIA with valuable input regarding teenaged

consumers. The student would benefit through business promotion experience provided by his/her involvement. Carolanne will approach CHSS and St. Anne's with this idea.

### 3.6 Rediscovering Canada:

Jan Hawley reported that the program filmed in Seaforth last summer will be aired this spring. She suggested holding a pre-release premier in May on Gouinlock Street, a real "red carpet" affair.

4.0 **Next Meeting:** The Annual General Meeting (AGM) will be held on Wednesday February 13, 2013 at 7:00 p.m. in the Committee Room, second floor of the municipal offices.

### 5.0 **Adjournment:**

*Moved* by Herb McGowan to adjourn at 9:00 p.m.

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Chair Bob Fisher

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Secretary, Cathy Elliott