

**Minutes**  
**Seaforth Business Improvement Area Meeting**  
**Wednesday, February 27<sup>th</sup>, 2019 - 6:30 pm at Town Hall**

Present:

Directors: Maureen Agar, Shelley McMillan, Brenda Campbell, Corrine McKenzie,  
Council Rep. Bob Fisher

Municipal Staff: Jan Hawley, Economic Development Officer,

Guests: None

Regrets: Shelley Lindner

Secretary Maureen Agar called the meeting to order at 6:30 p.m. and thanked everyone for coming. The meeting convened at Town Hall following the Seaforth BIA Annual General Meeting.

1.0 Revised Agenda was adopted on a motion by Bob Fisher, seconded by Shelley McMillan. Carried. (*addition of Election of Officers*)

2.0 Minutes of the November 21<sup>st</sup>, 2018 meeting were adopted as presented on a motion by Brenda Campbell, seconded Shelly McMillan. Carried.

3.0 Election & Resignation of Officers:

3.1 Secretary nominated, Chair to be determined at next meeting

Bob Fisher nominated Maureen Agar as Secretary of Seaforth BIA for 2019/2020. Agar accepted the nomination.

Moved by Brenda Campbell, seconded by Shelley MacMillan that Maureen Agar be appointed Secretary of BIA for the 2019/2020 Term. Carried.

3.2 Resignation(s):

The Seaforth BIA Board accepted the resignation of Director Corrine McKenzie. with regret and thanked her for her contribution to the Board over the past number of years. She will be missed. Corrine has taken employment outside of Seaforth.

4.0 Deputation:

Nancy Craig presentation 'Huron County Tourism Co-Operative' canceled until next meeting.

5.0 Business Arising from Minutes:

(5.1) Christmas Update: Shelly McMillan discussed the success of the 'Shop to Win' Christmas campaign. Over 524 entries were entered into the contest. Success of types of advertisements were discussed and we want to make sure that we help in the 'Ladies Night Out' initiative. Discussion was also held on when to end the contest (maybe later-

December 31<sup>st</sup> so people can shop after Christmas and still enter.) The mailed out flyers were well received and may need to be mailed out to larger area.

(5.2) Secretary Agar said the storefront windows were once again decorated beautifully. Kudos to all businesses that made window shopping a delightful experience once again. Our winner, Blooms 'n Rooms was quite thrilled. Discussion was held on an overall Christmas campaign and suggestions were made to enhance the experience in our BIA.

(5.3) EDO Jan Hawley spoke on her work with the University of Guelph students who will be making a presentation to the BIA in April regarding the impact the pending road construction will have on the local economy and how it can be mitigated.

(5.4) Director Brenda Campbell (with past Director Melody Hodgson) will be organizing the Easter Egg Hunt and Summerfest for 2019. We appreciate the work they do on these events for the community.

#### 6.0 Unfinished Business:

(6.1) Secretary Agar discussed how information about upcoming construction will be relayed to her by EDO Jan Hawley, after which she will forward to all BIA members. All questions should be directed to the Municipality.

(6.2) OBIAA membership due last month needs to be paid for 2019. Secretary Maureen will represent the Seaforth BIA at the Annual Conference in Ottawa. Director Agar will be travelling with EDO Hawley, which will help keep the costs down. OBIAA is celebrating its 50<sup>th</sup> year as a business organization this year.

Moved by Shelley MacMillan, seconded by Brenda Campbell to join OBIAA as a member for 2019. Carried.

#### 7.0 New Business:

(7.1) EDO Jan Hawley has purchased new software for the Municipality of Huron East website. The domain name is [www.huroneastruralexperience.ca](http://www.huroneastruralexperience.ca) (Tagline 'Huron East Rural Experience') It will contain the Huron East business directory and help promote events & attractions within the Municipality. The EDO will let us know when it is up and running so we can utilize the program.

#### 8.0 Correspondence: None

9.0 Next Meeting: **Wednesday, April 10th, 2019 at 12:30 p.m.** (or at call of Chair.)

10.0 Adjournment: Meeting was adjourned at 7:10 pm on a motion by Brenda Campbell.

Signed: \_\_\_\_\_  
Chair & Secretary Maureen Agar