

Minutes
Seaforth Business Improvement Area Meeting
Monday, June 7, 2021 5:30 pm
By Zoom

Present:

Directors: Maureen Agar, Kelly Miller, Councilor Bob Fisher, Shelly Stanley, Bevin Witmer, George Hatjoulis, Shannon Craig,
Municipal Staff:
Guests: Nancy DeGans, Jennifer Bennett
Regrets: Laurie Guichelaar, Randy Nixon

1.0 Welcome everyone by Chair Shelly.

2.0 Adopt Revised Agenda: added to Deputations....Brad Knight, CAO Municipality of Huron East

Bevin Witmer moved to accept revised agenda of June 7th, 2021, seconded by Shannon Craig. Carried.

3.0 Deputations: Brad Knight CAO, Municipality of Huron East

Brad Knight spoke to the Seaforth BIA directors of councils decision to hold back in hiring a replacement for EDO Jan Hawley. This break would give time for interested groups to access what they needed from a new EDO for the Municipality. Brad asked us to think about our needs when it came to an EDO and present the list to him so when the time came to choose a new EDO the selection committee would know some of the needs of the groups. Also, a new CAO has been chosen and will be starting near the end of June. Brad will be around for support for a couple of months. The BR &E that Huron County is working on will be finished before November and presented to Huron Country Council at that time.

4.0 Minutes of May 3rd, 2021

Moved by Shannon Craig, seconded by Bevin Witmer to accept minutes of May 3rd, 2021. Carried.

5.0 Declaration of Pecuniary or Conflict of Interest: none

6.0 Business Arising from Minutes:

(6.1) Bike Racks: Tomorrow June 8th Jeff Orr and Randy Nixon will meet with the Seaforth BIA directors at the BIA Centre where the one bike rack is for thank you and pictures. CKNX and The Blyth Citizen have been in contact and will be there to interview Mr. Orr as we thank him.

(6.2) Dave Merriam will be watering the flowers and bushes for Seaforth over the summer.

(6.3) Audio System: Balaklava Audio will be installing the new audio system and speakers next week. They had some problems with supplies due to Covid but are now ready to go.

(6.3) Ad Hoc Committes:

- Shannon Craig, Randy Nixon and Laurie Guichelaar prepared the radio ads for CKNX and 104.9 and have worked out a schedule with each radio station that fits our funds. New radio ads will be played each month or so.
- Kelly Miller got the posters ready for the 'Shop to Win'

- The Strategic Committee will look to the next months to work on the 2021-2026 plan.
- Christmas/BIA bushes have been placed around the benches and flowers making the area look like a parkette. Mail box is set up for the 'Shop to Win'.

(6.4) Facebook Posts: I Believe and 'Shop to Win' posts have appeared on Facebook. Kelly will work with Maureen to get an Instagram account going to help reach a wider audience.

(6.5) Huron County Passport: Huron County Economic Development contacted the Seaforth BIA as they are planning on a 'Shunpiker' style Huron County destination tour and Requested that the Seaforth BIA mural on Seaforth Plumbing and Heating wall be Included. They are holding off running this idea until Covid requirements are lessened.

(6.6) Council Presentation of BIA in 2020 will be done when council is open to public and not on Zoom. It was also suggested to hold off the presentation until the new CAO has some time to adjust to the position.

7.0 New Business

(7.1) Murals- The Huron East Hockey Mural is ready to print revised section and will be installed as soon as the plexiglass that has been ordered comes in. Looking forward to the mural and have asked Dave Scott, who helped identify players, as well as wrote a book on them will come someday to sign his book in front of mural.

Motion to cover the refurbishment and install the 'Huron East Hockey Heroes Mural' out of the Mural fund was made by Bob Fisher, seconded by Shannon Craig. Carried.

(7.2) Maureen Agar had some ideas for using posters and banners that are not in use anymore to decorate the west back alley. All were in favour of this idea and Maureen will look into the cost of preparing and installing the available posters and banners.

8.0 Correspondence-

(8.1) Barry Mills forwarded a letter that was sent out to BIA members on the road construction on Goderich Street as well as the paving on Main Street. Hoping to have updates on progress every so often.

(8.2) BR&E notice was sent out to all BIA members. This is a Huron County initiative.

(8.3) The Seaforth BIA received complaints from two businesses about the timing of the paving on Main Street June 14-17. As this was not under the BIA they were told to contact Barry Mills or Brad Knight for information.

(8.4) A letter was forwarded to BIA members from Parent Councils asking they decorate their windows to help our students feel good about graduation during Covid as no ceremonies will be held.

9.0 Next Meeting: Call of Chair

Adjournment

Moved by Bob Fisher, seconded by Maureen Agar to adjourn meeting at 6:31 pm.