

Minutes of the Seaforth BIA Meeting

Wednesday, June 8th, 2016

Huron East Municipal Council Chambers - Seaforth Town Hall

Present: Chair Melody Hodgson, Secretary Carolanne Doig,

Directors: Maureen Agar, Shelly McMillan, Kim Blok, Shannon Craig, Betty Small and Council Representative Bob Fisher

Supporters: Shelley Linder & Samantha Lambert from CIBC

Staff: Jan Hawley, EDO – Municipal Liaison & Barry Mills, Huron East Public Works Manager

Regrets: Brenda Campbell

The Chair called the meeting to order at 7:20 p.m. The EDO and the Public Works Manager Mills arrived later as they had been attending another meeting in the building that took longer than expected.

1. Chair Melody Hodgson welcomed the board members along with its guests.
2. Minutes of the May 11th, 2016 meeting were approved as presented on a motion by Carolanne Doig and 2nd by Maureen Agar.

Motion carried.

3. Business Arising from Minutes:

- a. **Summerfest:** Director Shelley McMillan advised that posters were being printed and would be ready for posting soon. Chair Hodgson said they will use the schools to promote the Paw Patrol through school newsletters. The Chair will email Barb Horne about this.
- b. **Strategic Plan** – It was agreed that Secretary Doig, Chair Hodgson and EDO Hawley, would meet to discuss and formalize the strategic plan using the OMAFRA template. This would be done at a special meeting with the three of them to be held in July or August BEFORE the next BIA meeting.

4. Unfinished and Ongoing Business:

- a. **Christmas Decorations and Summer Flower Planters** – Director Maureen Agar advised that replacement of the big flower boxes would be necessary for 2017 and she has been actively looking for containers. We need something easy to store and easy to handle and we need about twenty of them. Members

were asked to check out what other towns are doing on our summer travels. With regards to Christmas, Director Agar has been in to see Kendra at Blooms 'n Rooms about using hardier mesh ribbon for bows this winter. Maureen will continue to work on this over the summer. Budgeting for these new bows was considered and the following options were brought up keeping in mind that the purpose of this whole budget area was to create the vision of consistency on the Main Street.

1. BIA could buy 2 bows/storefront
2. BIA could drop the subsidy entirely
3. BIA could reduce the subsidy

- b. **Seaforth Smart Money** – The program is working well and the handling of the limitation on purchasing will be enforced in the future. Final launch will be in the fall around Thanksgiving.
- c. **Website** – Chair Melody Hodgson mentioned that she is using mostly FaceBook and Twitter to promote events etc. and is getting good results. We have no budget to update the website at this time. The Chair asked us to please send her any pictures that might be used to promote Seaforth BIA etc.
- d. **Welcome Bags** – Was deferred since Directors Kim Blok and Brenda Campbell were not present at this point in the agenda; however, Director Blok arrived later and advised the board that the bags were still not ready for distribution.

5. New Business:

- a. **Banners** along Goderich Street are up and look good. However, the hardware attaching the banners to the hydro poles is getting worn-out and may need to be replaced in the near future. The hardware dates back prior to amalgamation (2001).
- b. **Summer Movie Night in Victoria Park** – Date is Saturday, August 13th with festivities starting at 7:00 pm and ending around 10:30 pm. The Huron County Health Unit is sponsoring the movie night and will make arrangements for the equipment and other pre-show activities. The movie is FREE and there will be some food vendors. It's a new movie "Finding Dorie" or "Zootopia", both family friendly movies. They are thinking of closing a couple of streets around the park and both the Public Works Manager and the EDO are working on this. There was a request for some volunteers to help that night. In addition, it was noted that the Huron East/Seaforth Community Development Trust is helping pay for the portapotties & wash station and the rain location (if needed).

- c. EDO Hawley reminded us that CBC's Still Standing featuring Vanastra will be aired on June 21 and she will host a private screening at Maplewood Manor (Associate BIA Member) where 94 year old Fred Anderson, formerly of Vanastra, is residing. Mr. Anderson helped build the base in 1941 and was featured in the show.
- d. Directors Shannon Craig and Maureen Agar spoke about the Safe Bicycle Workshop as they both attended the seminar on bicycle safety. It was mentioned that places to put bikes, opportunities to rent bikes, and the creation of an around the town bike trail including bike lanes, might be good things to add to our strategic plan. Perhaps some corporate sponsors might help with this.
- e. Councillor Fisher asked about Tuesday Tunes and would like info emailed to him. Director Agar said she would get the details and post them. Councillor Fisher also asked about the 3-D painting on the sidewalk and Secretary Doig advised she would talk to her contact about this again.
- f. EDO Hawley brought up about immigrants (Newcomers) looking at locating in Huron East, and how it would be great to match them up with businesses/business owners, who might be looking to retire/sell and need succession plan assistance.

6. Correspondence:

- a. There was discussion about the request received regarding the installation of a permanent canopy for the summer for the Farmer's Market. It needs to look good and also the neighbouring properties need to be happy with it too. EDO Hawley agreed to take the lead on this request.
7. Date of next meeting will be Wednesday, September 14th, 2016 at 7:00 pm.
8. The meeting was adjourned at 8:45 pm on a motion by Maureen Agar & 2nd by Betty Small.