

Minutes of the Seaforth BIA Meeting

Wednesday, March 9, 2016

Committee Room Seaforth Town Hall

Present: Chair Melody Hodgson, Secretary Carolanne Doig,

Directors: Maureen Agar, Shelly McMillan, Brenda Campbell, Kim Blok, Betty Small, Shannon Craig, Shelley Linder, Samantha Lambert and Council Representative Bob Fisher

Staff: Jan Hawley, EDO – Municipal Liaison

1. Chair Melody Hodgson called the meeting to order at 7:00 pm and welcomed a full house as everyone was in attendance.
2. Minutes of the February 10th, 2016 meeting were approved as presented on a motion by Shelley McMillan, 2nd by Maureen Agar – Motion carried.
3. Business Arising from the Minutes:
 - a. **2016 Budget** – Councillor Fisher advised that the budget was expected to be passed at the April 5th, 2016 Council meeting and that since the BIA budget has remained the same for a number of years and the work being done with this budget is significant there should be no problem having the BIA portion of the budget “rubber stamped.”
 - b. **Christmas Decorations** – Director Maureen Agar and Chair Melody Hodgson reported that they were still waiting for Paul Vandermolen to come and take away the trees from the Visitors’ Info Booth area. EDO Hawley said that she would ask John Hill to assist in the removal of the Christmas trees & greenery (DONE Friday March 11, 2016) and also perhaps take the bows down from in front of Johnny’s Sandwich Shop since the store is closed and several people have attempted to take down the bows without much success. Director Agar brought a sample of the envelope that will be used for this year’s Christmas draw promotion. She also brought a sample bow that might be used instead of the current bows. After some discussion, it was agreed that a Christmas sub-committee should be struck at our April BIA meeting. This subcommittee would be given the authority to pursue these various components of the Christmas campaign and then report back on their progress.

c. Website Maintenance Update – Director Agar said that several businesses had commented on their portion of the Shop Seaforth website so that updates could be made. Everyone was advised to send any event dates and related posters to both EDO Jan Hawley and Director Maureen Agar for addition to the calendar. The EDO will send approved minutes to Ian Fletcher of Artech Signs & Graphics for posting on the website. The EDO also thanked Maureen for her extensive work on getting the website back on track.

d. Website Campaign to generate traffic to site – Chair Hodgson advised that it was still the hope to pursue the Buy Weekly interview project, but that we have to consider our budgetary and time constraints. Any other ideas on how to drive people to the site are welcomed.

e. Main Street Intersection – Councillor Fisher noted that new signage regarding the left hand turn lanes etc. were up and it was much better. Councillor Fisher said that he presented the issues about lane painting etc. to Barry Mills at council, but did not present an official letter from the BIA as he was asked to do as our council representative. Since, at the previous meeting, we all agreed that a letter usually gets more attention and results, Secretary Doig will compose a letter to Barry Mills and have it sent to council.

f. OBIAA Conference – EDO Hawley advised that the Seaforth BIA was registered for two full conference attendees. Director Agar will attend the whole conference with the EDO and the other members of the BIA may choose to use the other pass to attend for a whole day, a morning, or an afternoon. EDO Hawley will email the link to the conference when the conference schedule is available so that our board can decide if they would like to attend something specific. It is important we utilize this other badge as much as possible.

g. Seaforth \$mart Money - Secretary Doig reported that the 2016 \$mart Money had been ordered through Pete's Paper Clip and Goderich Print Shop. There will be \$30,000 in \$10.00 "bills" in books of \$100.00 as last year. The bills will be numbered with 2016 at the beginning of each number and the colour pink was ordered. The www.shopseaforth.ca will be printed on each bill so that might drive some people to the site too. The secretary did check with Connie Marion in the municipal office to make sure that May 4th was a good launch date and it was determined that this would work as well as a date on or around Thanksgiving. Once the money is printed the BIA Secretary, the EDO, and Director Shelley McMillan will determine who will stamp and seal the money. \$1,700.00 will be set aside in the safe for the Christmas campaign. (Barb Dalrymple has been informed to set aside the \$1,700.)

h. Strategic Plan Update - both the Chair and the Secretary drew everyone's attention to the enclosed notes regarding their meeting about the Strategic Plan. The EDO reported that Huron Business Development Corporation was going to be a new associate member. It was agreed that we should focus on trying to recruit more associate members as opposed to trying to expand our district as the second option could open up a lot of potential issues. Director Agar also told the board that it would be a good idea for the Chair to attend a Seaforth Development Trust Meeting to bring the Trust board up to date on what the BIA does and what they have planned as it appears that we have some similar goals and it would be much better to work together and avoid duplication than work separately. Director Agar advised that the Trust agreed to revamp the audio system on the Main Street so that it can be operated remotely and not be dependent on a specific person in a specific location to run. The Trust is also planning Fireworks for Labour Day weekend and this might be something the BIA could become involved in. It was agreed that since the BIA Strategic Plan is vital to our progress we should hold a special BIA board meeting to focus on the plan specifically. The Chair and Secretary will determine the best date and time to do this. All board members are to bring a couple of ideas and we are to keep in mind that EDO Hawley advised that some Huron County money might be available to use as leverage funds. EDO Hawley also reminded us that some kind of business recruitment strategy should be a part of the plan. Once our BIA Strategic Plan is updated Director Agar will advise the Chair of the Trust meeting dates so that the opportunity to meet with them can be accessed.

i. Easter Event – Enthusiasm was evident during discussion about the upcoming Easter Egg Hunt event.

- Jess Carnochan is doing the poster.
- Chair Hodgson will put poster on Facebook and Director Campbell will put it on Channel 12.
- Festival Hydro will have a display regarding hydro rates in exchange for donating \$100.00 in chocolate.
- Director Shelley McMillan – Looking Glass is donating \$100.00 for chocolate.
- The Centennaires will cook the pancakes and instead of a price it will be a donation to the BIA (signs will be placed to advise donors).
- Director Kim Blok is getting some of the food supplies through the Freeze King supplier.
- Set up will be on Good Friday, March 25th and anyone who has roasters that could be used to keep the pancakes warmed, please bring.
- The Community Centres have given the BIA a good price on this event.
- Clean up will be around 11:30 a.m. on Saturday, March 26th.
- Huron Expositor is having a children's colouring contest.

- The Chair will look into getting some TV coverage with Scott Miller from CTV and/or Steve Howard of The Beach 104.9.
- Ideas for an adult egg hunt are welcomed and should be sent to Chair Hodgson in lots of time.

j. Council Notification of new board members – Secretary Doig reported that a letter has been written and will be presented to council advising of our two new board members as well as listing the current slate of officers and board members.

k. Heritage Committee – EDO Hawley advised that the previous Heritage Committee lacked a quorum so the plan to have them attend our BIA April meeting would be postponed until at least May.

4. Unfinished & Ongoing Business:

- a. Cross Walk Downtown – in reference to (e) above Secretary Doig's letter will mention the crosswalk as well.
- b. Shopping Bag Inventory – Directors Brenda Campbell and Kim Blok have visited most of the businesses on the Main Street explaining this project. They are asking for goods to add to 25-50 bags for 2016.

5. New Business:

- a. Business Recruitment Strategy – It was agreed to discuss this when we are working on our Strategic Plan.
- b. EDO Hawley will take care of making sure the agreement RE: paying the taxes in exchange for the use of the Tourist Info Booth area is looked after for 2016.
- c. A motion was made by Director Maureen Agar and 2nd by Director Kim Blok that the Seaforth BIA welcome Hillview Farms to downtown Seaforth for the summer of 2016 with their twice-weekly farmer's market to be set up as before. Motion carried. EDO Hawley will arrange to have the Hawkers and Peddlers forms prepared and sent to the Hill Family.
- d. Director Maureen Agar attended a session about board governance and will forward the info to our BIA board members for their review at their leisure.

6. Correspondence:

- a. There was no correspondence.

7. Date of next meeting will be Wednesday, April 13, 2016

8. The meeting was adjourned at 8:40 pm on a motion by Brenda Campbell 2nd by Kim Blok.