

Minutes
Seaforth Business Improvement
Huron East/Seaforth Community Development Trust Boardroom
Monday, March 14th, 2022 5:30 pm

Present:

Directors: Maureen Agar, Deputy Mayor Bob Fisher, Shelly Stanley, George Hatjoulis, Shannon Craig, Randy Nixon
Municipal Staff:
Guests: Bob Brost
Regrets: Laurie Guichelaar, Kelly Miller, Bevin Witmer

1.0 Welcome everyone by Chair Shelly.

2.0 Adopt Agenda for March 14, 2022:

Bob Fisher moved to accept agenda of March 14th, 2022, seconded by Randy Nixon. Carried.

3.0 Deputations:

None

4.0 Minutes of February 2 and February 24, 2022

Moved by Shannon Craig, seconded by Randy Nixon to accept minutes of February 2 and February 24 Special Meeting, 2022. Carried.

5.0 Declaration of Conflict of Interest: none

6.0 Business Arising from Minutes:

(6.1) Ratify Seaforth BIA Strategic Plan 2022-2026. Discussion: Everyone felt the special meeting that was held to discuss and work on Strategic Plan was good and that the 2022-2026 was ready to be ratified.

Moved by Randy Nixon, seconded by Shannon Craig to ratify the 2022-2026 Seaforth BIA Strategic Plan. Carried.

(6.2) Shop to Win:

With over 2800 entries (x5=14,000 receipts) the 2021 Shop to Win was a success. Discussion was held on running the Shop to Win in 2022, the same or different. Everyone that the 'Shop to Win' is well established and recognized that Seaforth merchants and shoppers understand the premise and enjoy the contest. Therefore, the Seaforth BIA will continue with the 'Shop to Win' contest for 2022 with a starting date of July 1st and once a month draws until December of three draws 1st- \$100, 2nd-\$75, 3rd- \$50. The Grand Prize draw will be at noon on December 31st for \$1022.00 in Seaforth BIA gift certificates.

Motion by Bob Fisher, seconded by Randy Nixon to have a 'Shop to Win' contest in 2022 with three draws once a month for \$100, \$75, \$50 and a Grand Prize of \$1022.00 in BIA gift certificates (similar to 2021 contest). Carried.

(6.3) My Main Street Grant: Have not heard back from the grant program so am assuming that we did not receive it this time. Will speak with Treasurer Paula to get exact amount of money that we have available for a sunshade at BIA Centre and greenery and we will

work with the amount we have. It is still a substantial amount.

(6.4) Sonos and Computer system: (Kelly Miller) Maureen and Kelly contacted Balaklava as there was a problem with the alarm clock system in the Sonos program. Kelly spoke with Balaklava Representative and the problem was fixed. Kelly will make an Instruction manual so that using the Sonos and running it is an easy to follow program of Sound system for future users. Irish music will be playing this week.

7.0 New Business

(7.1) BIA Gift Certificate ideas:

Discussion on other alternatives that would save work at Town Hall and also get the money into the hands of the merchants faster. One idea was to talk with bank to see if they have a program for a 'Visa' type card that could be used in a community. Blooms n Rooms has their own 'gift certificate card' but it runs on the POS of the store. Universities have cards that are usable anywhere on campus...need to look into that type of program. We realize that there would be a lot of problems with this idea but it is good to always be looking to make things work easier and better.

8.0 Unfinished Business-

(8.1) Eisler Mural placement: Discussion was held on where to place this mural. All spots have potential and directors listed in order of preference. Everyone likes the building owned by Laurie Guichelaar. The mural would be placed on wall above McKillop Mutual building. Chair Shelly and Secretary Maureen will contact building owner for permission and have Artech speak with them to assure the owner the wall would not be damaged.

(8.2) Colours for BIA: Discussion was held on the favourite colours for our logo etc and it was felt that the original green/gold Seaforth colours, used for many years by Seaforth, was the best way to go.

(8.3) Corner flower bed at old Queen's property: Spoke with Bob Hulley, owner of the property, and he was ok with us putting in a moveable flower/greenery garden to compliment the one on Robison property. It would have to be moveable in case he sold the property. We can use the portable planters from Chair Shelly so if we need to move them, we can.

(8.4) Planters: Will take one sample planter to Silver Creek Landscaping to speak about greenery/flower idea and quote for doing the placement of planters in spring and removal and care in winter.

9.0 Correspondence-

(9.1) Bob Fisher spoke at council about illegal parking on Main Street. We lost a lot of parking spots due to construction and we need for people that are merchants to park behind stores to leave spaces for our customers. Some vehicles were being ticketed last week.

10.0.

Next Meeting: Monday, April 4th, 2022 at 5:30 pm Call of Chair

11.0 Adjournment

Moved by Shannon Craig at 6:55 pm to adjourn meeting.

