

Minutes
Seaforth Business Improvement Area Meeting
Monday, March 9, 2020 7:00 pm
At Seaforth Town Hall

Present:

Directors: Maureen Agar, Tracey McKee, Councilor Bob Fisher, Shelley McMillan, Randy Nixon, Shannon Craig, Brenda Campbell
Municipal Staff: Jan Hawley, Economic Development Officer
Guests: Jeannette Finlayson – Seaforth Library, Jennifer Bennett-Maplewood Manor
Regrets: Kelly Miller

Chair Tracey McKee called the meeting to order at 6:15 p.m. and thanked everyone for coming. She welcomed our guests.

1.0 Agenda of March 9th, 2020 was adopted on a motion by Brenda Campbell, seconded by Shannon Craig. Carried

2.0 Deputations: none

**3.0 Minutes of February 10, 2020
Moved by Shannon Craig, seconded by Brenda Campbell to accept minutes of February 10, 2020. Carried.**

4.0 Business Arising from Minutes:

4.1) Construction Update: Councilor Fisher said the tender from Lavis Construction was accepted and they will be starting construction as soon as weather permits. There will be a 'Main Street Construction' meeting on March 23, 4-7 pm. Discussion was held on cleaning up the back alleys this spring. EDO Jan Hawley is working on the beautification of the alleys and cleaning up litter, weeds, etc will be done.

(4.2) Back Alley Beautification: EDO Jan Hawley is working with Dr. Chris Cooper on ideas to make the back alleys a destination as well as a functional part of the BIA. Stores will need back door access at some point during the construction and some of the back walls need some TLC. Dr. Cooper is preparing a beautification plan, with murals, doors, windows and etc. He was up this past week to measure the areas he will be hoping to beautify.

Motion made by Maureen Agar, seconded by Randy Nixon that the Seaforth BIA contribute \$5000.00 from the Mural Fund toward the 'Back Alley Mural Project' headed by EDO Jan Hawley. Carried.

(4.3) AdHoc Advertising Committee Report: The Advertising Committee discussed the types of advertising available to them and decided where to spend the \$10000 budgeted and which type of advertising gave them the biggest bang for their dollar.

- Postcards with 'Shop to Win' Diggin' Main Contest information will be mailed out in May
- Advertisements will be on CKNX and 104.9 before and during construction
- Stops Along the Way will have advertisements and articles in their magazine over three issues.
- Brittany Hendriks will help with social media
- BIA will supplement Municipal road signage
- Construction cutouts will be placed at the Information Booth area for pictures

(4.4) AdHoc Events Committee: Chair Tracey Sills convened a meeting with interested BIA members to discuss ideas for events throughout the construction to entice customers to shop in Seaforth. A calendar of events will they be produced to hand out to people. They are meeting to finalize some ideas:

- Open Thursday nights
- Event nights every other Thursday
- Some Ideas: Cruise night, Chili cookoff, Yard sale behind Town Hall, Food Trucks, Ladies Night Out, Movie night, Sidewalk chalk art, discount for Motocross attendees for shopping in Seaforth.
- EDO Jan Hawley informed the BIA about the possibility of holding a 'Jane's Walk' in Seaforth on May 2nd. 'Jane's Walk' in Seaforth would be an excellent method of showing off the historical architecture of our Main Street. The Masonic and Oddfellow Halls could be open for viewing that day. Cathy Elliott and the Heritage Committee might be interested in helping. Last year's walk in Vanastra attracted over 200 people.

5.0 New Business

(5.1) It was discussed about how some BIA members are parking in preferred parking spots in town. We have a lot of seniors and these spots should be available to them. BIA merchants have many other options for parking. The Bylaw Officer for Seaforth will be contacted by Councilor Bob Fisher to discuss this problem.

6.0 Unfinished Business –

(6.1) Randy Nixon of Orr Insurance will be hosting the first Seaforth 'BIZ after 5' on April 30th, 2020. A poster has been made up and when ready will be sent out to BIA Members. RSVP's will be included.

7.0 Correspondence-

(7.1) Brenda Campbell is working on the Easter Egg Hunt that will be held at the Seaforth Agriplex on Saturday, April 11th. She asked if anyone had free time to come help set up on the Friday, or come on the Saturday as they usually have close to 1000 kids at the event. There will be a petting zoo, pancakes, and lots of chocolate. The Seaforth Centenaires are big supporters of the event.

(7.2) Seaforth was mentioned in the March 2020 OBIAA Newsletter congratulating EDO Jan Hawley for her awards won at the 2020 EDCO conference. The 'Downtown' video has been viewed over 300,000 times around the world.

Next Meeting: April 13, 6:00 pm Town Hall **(or at call of Chair.)**

Meeting was adjourned at 8:15 pm on a motion by Shelly McMillan.

Chair.....

Secretary.....