



Minutes of the Seaforth BIA Meeting

Wednesday, September 23rd, 2015

Council Chambers Huron East Municipal Offices (Seaforth Town Hall)

Present: Chair Melody Hodgson, Secretary Carolanne Doig, Directors Kim Blok, Betty Small, Shannon Craig, Maureen Agar, Shelly McMillan, Council Representative Bob Fisher

Staff: EDO Jan Hawley

Guest: Press – Shaun Gregory

Regrets: Brenda Campbell

The meeting was called to order at 7:42 p.m.

The group was welcomed back after the summer hiatus by Chair Hodgson. Prior to the meeting some of the board members had toured some new downtown businesses and enjoyed supper at the newly renovated Wong's restaurant.

1. Minutes of the May 14th, 2015 meeting were approved as presented on a motion by Carolanne Doig and seconded by Maureen Agar – *Motion carried.*

2. **Business Arising from the Minutes:**

- I. Win This Space: EDO Hawley reported that this event was a huge success. Not only did it create a lot of excitement and notoriety for Seaforth & Huron East, it resulted in nine new businesses coming to our area. EDO Hawley is continually receiving requests to speak about and assist other municipalities around the province in offering similar programs to enhance their business areas.
- II. This led to discussion about parking on the Main Street and off-street parking too. The Chair will send an email out reminding merchants not to park on the Main Street as the lack of parking results in lost business for everyone. Councillor Fisher will contact Barry Mills about signage and winter maintenance for off street parking.

- III. Seaforth \$mart Money – The next issue will be available on October 5 and it will be \$15,000 less \$500.00 kept out for the Christmas Promotion. Directors Kim Blok and Betty Small will make sure the new businesses/business owners get new signs and are aware of the program and the Youtube demo. New businesses to be seen are: Wong’s Grill, Anna’s, Johnny’s, Seaforth Fitness, The Art Studio (Max Bickford) and the Cotton Harvest Quilt Store.
- IV. Main Street Lights – there was nothing to report – no lights yet.
- V. Buy-Weekly Business Feature – The Chair and the Secreatry will meet after October 5th, to go over the budget to determine how best to get the photography and interviews done. It was suggested that we offer to share the load with the three photographers in town if they are all interested in the project. This way they could get the interviews, etc. done more quickly and then they can be shown at a later date.

3. Unfinished and Ongoing Business:

- I. **Welcome Bags:** Chair Hodgson told us about the nice looking coupon book created by the Exeter BIA and suggested we do something similar with a Seaforth spin on it. It needs to be included in the Welcome bags, promoted in the stores, and it needs to be decided if it will be sold or given away. The Chair assured us that the Welcome Bag project will be completed very soon. It was also decided to give 24 bags to the Cotton Harvest Quilt Shop for the group coming in the next day. EDO Hawley would take them to the shop. **(Done)**
- II. **Strategic Plan:** The sub-committee had not had a chance to meet yet, but plan to do so in the next few weeks to go over our plan. In addition, EDO Hawley informed us of the county-wide strategic plan project and that this may have some impact on our decision making. Chair Hodgson, Councillor Fisher, & EDO Hawley had attended the last Huron East public meeting held in Seaforth at the Legion. Another meeting is scheduled for October 1 in Brussels at 8:30 a.m. at the library. The One Voice committee also is dealing with similar things and it is best to keep this in mind as our BIA moves forward on this.
- III. **Website:** Director Kim Blok is going to help the Chair on this project, which is ongoing.
- IV. **Seaforth \$mart Money Reconciliation:** Summer student Kylie Hendriks will work on this and create a similar spreadsheet and report as in previous years

when she returns during the Christmas holidays. Connie Marion will assist with the final audit of the \$mart Money.

4. **New Business:**

- I. **Annual Awards for Christmas** – EDO Hawley will take nominations and then arrange to have the plaques, invitations etc. made.
- II. **BIA Christmas Wine & Cheese** – it was decided to book this at the Seaforth Golf Course for Sunday December 6. **(Done)** Secretary Doig will contact Rita at “Beyond the Vines” to order 40 bottles of red and 20 bottles of white – same as in 2014. We will also invite Huron East’s new winery Maelstrom Winery & Cidery to attend and showcase their products if they like.
- III. **Crosswalk** – Councillor Bob Fisher said nothing had been painted on Main Street because of an ongoing lawsuit. Councillor Fisher is working on getting an overhead, lit, pedestrian cross walk sign that would provide safe crossing for pedestrians and those on scooters/wheelchairs etc. – this would most likely go at the Market Street & Main Street crossing area near Sills Hardware. A letter of support is required from the BIA for this project.
- IV. **Christmas Decorations/Promotions:** Director Maureen Agar gave a report about preparation for Christmas.
 - a. Kendra at Blooms and Rooms wants to try revamping our old light wreaths with material of the same colour used to decorate the storefronts. Director Agar will ask John Hill to deliver two wreaths for her to work on and test.
 - b. Director Agar reminded us to reserve \$500.00 in Seaforth \$mart Money for the Christmas promo prize.
 - c. We will encourage storefronts to be decorated beginning November 12th. We also need to get the info center decorated then too.
 - d. It was decided to keep the Victorian Theme – and Director Doig will find out the theme of this year’s Santa Claus Parade. This may encourage merchants to decorate their windows. **(Done. Theme is Christmas Wishes)**
 - e. After some discussion, a grand prize of “cash for a year” was approved for the Christmas promotion at \$100/month in local gift certificates, dated so they had to be used monthly. Postcards and signage would be used to promote the event.

- f. BIA will continue to subsidize the bows and greenery for those in the BIA and for its associate members.
- g. Kim Blok will check out trees for around the info center.
- h. The mail box needs to be closer to the street.
- i. Carolanne Doig will contact Brayden Pryce about snow removal around info center. (Done)

V. **Capital Projects:** EDO Hawley advised that it may be a good idea to begin a reserve fund for future projects, such as sidewalk improvements and other Main Street improvements. During the discussion such things as biking on Main Street, bike racks, planters, boulevards, & trees were all brought up for consideration.

VI. EDO Hawley advised that a map of Huron East was being done by the Expositor for 2016 and suggested the BIA may want to contribute and be a part of this project.

5. **Correspondence:**

- I. A letter RE: Presentation of the cheque at CHSS Commencement was presented and Bob Fisher volunteered to present the cheque that evening.
- II. Other correspondence was disregarded as just advertising.

6. **Date of Next Meeting:** Wednesday October 14th, 2015 at 7 p.m. at the Municipal Offices. (Seaforth Town Hall)

7. Meeting was adjourned at 9:24 pm on a motion by Betty Small second by Kim Blok.