

**Minutes**  
**Seaforth Business Improvement Area Meeting**  
**Wednesday, November 21st, 2018 at 12:30 p.m.**  
**At Town Hall**

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**Present:**

Directors: Corrine McKenzie, Maureen Agar, Shannon Craig, Shelley McMillan, Brenda Campbell, Tracey McKee, Council Rep. Bob Fisher

Municipal Staff: Regrets: Jan Hawley, Economic Development Officer,

Guests: Monique Baan, Kaleda Connell

**Regrets:** Chair Shelley Lindner

Secretary Maureen Agar called the meeting to order at 12:28 p.m. and thanked everyone for coming. The meeting convened at Town Hall .

- 1.0 Agenda was adopted, with addition of Monique Baan speaking about the Huron County Community Meetings, on a motion by Corrine McKenzie, seconded by Shelley McMillan. Carried.**
- 2.0 Minutes of the October 24th, 2018 meeting were adopted as presented on a motion by Shannon Craig, seconded Shelly McMillan Carried.**
- 3.0 Deputation: Monique Baan**

Monique spoke about the Huron County Community Meetings held at Huron County Libraries. Each meeting had local participants speak about what they would like to see in their community and how improvements could be made. Some very interesting comments came from these meetings. A final wrap up meeting will be held on Tuesday, Dec. 11, 2018 from 6 pm until 8 pm at the Seaforth Branch Library.

**4.0 Business Arising from Minutes:**

(4.1) Christmas Update: Shelly McMillan talked about all the advertising the Seaforth BIA are doing for this Christmas. We might be a bit over budget (have extra money for this) but we have flyers mailed to homes, more paper advertising, lots of radio ads, Artech sign at corner. We think that all of the advertising will do well for our BIA.

4.2(4.2) Secretary Agar said that the 'Shop to Win' contest has started and she has emailed BIA businesses a list so they know which businesses to tell their customers to save their receipts. The Information Booth has started to be decorated. The mailbox has been moved closer to the street so that we don't have to have someone shovel the snow. We have not been able to find our wood tree stands as know one can remember picking them up. Barry Mills is asking his guys if they know what happened to them. If they can't be found new tree stands will have to be made.

4.2(4.3) Secretary Agar is pleased with the decoration of the BIA businesses. Judging will be the week of December 10<sup>th</sup> for store fronts.

**5.0 Unfinished Business**

(5.1) Communicate to BIA members with a newsletter about the construction coming in 2019 and 2020. Even if we do not know much now we can let people know we are going to be ready to get the important information to them asap.

## **6.0 New Business –**

4.2(6.1) Discussion was held on how to engage the membership before and during the construction of the road. It was decided to use the theme '2020 Vision' for our construction promotion and Brenda Campbell is asking to do some mock up posters for the BIA to pick one that will be used for all of our communications.

(6.2) Secretary Maureen Agar presented a pre budget for the directors to look at. We have been very frugal in 2018 and will have a nice carry over for 2019. This money will be used for new Christmas decorations/contests during construction/etc.

## **7.0 Correspondence-**

- none

**8.0** Next Meeting – will be on **Wednesday, January 23, 2019 starting at 6:30 p.m.** With Annual Meeting followed by Regular Meeting -at the Town Hall. **(or at call of Chair.)**

Meeting was adjourned at 1:31 pm on a motion by Corrine McKenzie.