

**Minutes**  
**Seaforth Business Improvement Area Meeting**  
**Wednesday, October 9th, 2019 at 12:30 pm**  
**At Town Hall**

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**Present:**

Directors: Maureen Agar, Shannon Craig, Tracey McKee, Councillor Bob Fisher, Shelley Lindner, Shelley MacMillan  
Municipal Staff: Jan Hawley, Economic Development Officer  
Guests: Monique Baan  
Regrets: Kaleda Connell, Brenda Campbell

Chair Tracey McKee called the meeting to order at 12:30 p.m. and thanked everyone for coming.

**1.0 Agenda was adopted with addition to New Business: time of meeting....on a motion by Bob Fisher, seconded by Shelley MacMillan. Carried.**

**2.0 Deputation: none**

**3.0 Minutes of September 11th, 2019  
Moved by Shelley MacMillan, seconded by Shelley Lindner to accept minutes. Carried.**

**4.0 Business Arising from Minutes:**

**Construction on Main Street- Councillor Bob Fisher reported that at the last council meeting it was decided to:**

- 1) make Gouinlock Street a one way going west to east,**
- 2) a Cross Walk with a signal light (and maybe visually impaired audio sounds) will be installed going from the TD bank corner across the street**
- 3) the tender for road construction will be sent out in November with construction to commence in April starting at Lloyd Eisler Street and finish in the fall and the lights**
- 4) new hydro poles will be purchased to replace the ones on Main Street.**

(4.2) Director Brenda Campbell report on Summerfest deferred till next meeting.

(4.3) Christmas in Seaforth....will be similar to last year with contest and advertising the same. It was decided to do the mail outs again for the 'Christmas in Seaforth' promotion...looking at more than the 1800 sent out last year to Brussels, Clinton, and Mitchell areas. Director Shelley MacMillan will contact the radio station for advertisements. As we are saving money for new decorations no money will be spent on new bows or greenery.

(4.4) Discussion of flowers for Main Street – it was decided that we do need flowers even during construction and we will talk to Public Works manager about the feasibility of hanging baskets. We will do the square baskets and place them in the back alley where parking is.

(4.5) Edo Jan Hawley and Maureen Agar application to Digital Main Streets was a success and the Municipality of Huron East received a grant of \$20,000.00. Kaleda Connell has been hired as our Squad leader and will be approaching BIA business in Seaforth and businesses in the Municipality to offer assistance in making their digital footprint the best it can be. A launch is going to be held on October 18<sup>th</sup>, at the Seaforth Golf Course starting at 5:30. Businesses can find out more about Digital Main Street at the event or contact EDO Jan Hawley or Kaleda Connell.

(4.6) The AD Hoc Committee looking in to new Christmas decorations will be asking for ideas or pictures of other communities decorations and start making choices and getting quotes in January.

## **5.0 New Business**

2.0(5.1) Lunch meeting times have worked out however it is very hard for our BIA members to be absent from their businesses for too long. It was decided that our meetings will be changed to the third Monday night of the month. Novembers meeting will be on th 18<sup>th</sup> starting at 6:00 pm.

## **6.0 Unfinished Business –**

(6.1) EDO Jan Hawley offered a share of ad space in 'Stops along the Way' for the Seaforth BIA Christmas promotion. It looks very good in the book. Jan has started her work on promotion of Seaforth BIA stores with some great ideas for the back alleys. She will be approaching businesses to paint their back entrances a bright colour, flowers will be used to beautiful the back areas, cleaning up weeds and garbage is necessary, as is painting some walls. Jan has also purchased old doors that can be painted and used as canvases as well as had window canvases printed to cover boarded windows which will not only beautify the area but also be a draw for people to walk and look at the pictures. Chair Tracey McKee will be taking with the Radio for a special 'Diggin Main Street' promotion for next year. They will be asked to come to our next meeting an present the idea of a 'Passport' for BIA businesses to entice shoppers during construction. The BIA feels that spending on promotions and advertising is a must during 2020. We will be looking into hiring ambassadors (students) to help people navigate the streets and help carry bags etc during construction.

(6.2) On October 6<sup>th</sup> and 7<sup>th</sup> there was excitement in downtown Seaforth as a promotional music video was created with the music to 'Downtown' by Petula Clark using new words. Chair Tracey McKee was lead singer and close to 100 people came to Main Street to shoot the flash mob sequence. It will be a fantastic promotional tool!

**7.0 Correspondence**- The BIA received a request by home based businesses to be allowed to operate during the 'Ladies Night Out' on December 5<sup>th</sup>. However, a 'Hawkers and Vendor' permit needs to be purchased which would make it to costly to do.

Next Meeting – will be on **Monday, November 18<sup>th</sup> at 6:00 in Town Hall.** *(or at call of Chair.)*

Meeting was adjourned at 1:32 pm on a motion by Bob Fisher.