

**Minutes**  
**Seaforth Business Improvement Area Meeting**  
**Wednesday, May 23<sup>rd</sup> , 2018 at 6:00 p.m.**  
**At Town Hall**

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**Present:**

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

Municipal Staff: Jan Hawley, Economic Development Officer,

Guests: Monique Baan

Regrets: Chair Shelley Lindner, Brenda Campbell

Chair Lindner was absent so Secretary Maureen Agar took the Chair position and called the meeting to order at 6:00 p.m. and thanked everyone for coming. The meeting convened at Town Hall .

1. **Agenda was adopted as presented on a motion by Corrine McKenzie, seconded by Shannon Craig. Carried.**
2. **Minutes of the April 25<sup>th</sup>, 2018 meeting were adopted as presented on a motion by Shelley McMillan, seconded Bob Fisher. Carried.**

3.0 Deputation: None

4.0 Business Arising from Minutes:

(4.1) Director Maureen Agar brought everyone up to date on the Christmas event. It was discussed and decided to keep with the gold/ burgundy colours for Christmas themes again this year as we will be purchasing new decorations for when the Main Street reconstruction is complete. This is a way for us to save money so that when the street is finished we can showcase new and beautiful Christmas decorations. A letter will be sent out in October to let all BIA members know of our plans and encourage them to continue to support the BIA to make the downtown coordinated at Christmas. We will ask the BIA members to suggest what colours they would like the new decorations to be...as hopefully the new decorations will last for a long time. The contest for customer shopping will run the same as the last two years.

(4.2) Secretary Maureen spoke to Jim Wallace of Sharpe's Creek Forge and he has one garbage receptacle left to refurbish and then they all will be in good shape again. He will be sending his bill with the receptacle. He suggested the receptacles be taken in over winter or washed regularly to remove salt and slush.

(4.3) EDO Jan Hawley brought the BIA directors up to date on the "Cherrywood Textile Art/ Quilt – Prince Theme" show, which will be held at the Seaforth Legion October 18-20. Secretary Maureen contacted Blooms 'n Rooms for a costing of large purple and black bows to decorate the downtown hydro poles during the show. Kendra sent a costing of \$12-\$15 for each bow. Merchants will be asked to wear purple to join the excitement!

**Motion made by Shannon Craig, seconded by Tracey Sills to purchase bows for the "Cherrywood Textile Art/ Quilt – Prince Theme" show. Carried.**

(4.4) Brenda Campbell could not make the meeting so sent a written report about the Tanner Steffler. *See details below;*

Foundation/Summerfest event. Event times and details:

Date: Saturday, July 21<sup>st</sup>, 2018

Times: Summerfest Noon to 4 pm. Evening events start at 6 pm.

Summefest event will feature Grand River Inflatables  
Face painting and clowns  
Penny sale for the kids  
Silent Auction  
Children's Photobooth  
Food vendors and food trucks  
Local vendors to include Daycare etc.  
We are opening up the day to anyone wanting to set up and be a local vendor.  
Local youth talent

We have approx. 40 campsites.  
Concert Tickets and sites can be purchased online or through local storefronts.

The evening concert will feature local entertainment, youth talent, two headliners, an ongoing silent auction, a live auction and food trucks.

## 5.0 Unfinished Business

(5.1) Membership Involvement & Communications – it was decided to try to get enough legs on the ground in September to go to each BIA business. A letter will be ready to take to each member letting them know about the street construction, how we are going to work to make this time better, what is happening with Christmas decorations, and etc.

(5.2) BIA will make a presentation to council in June. Secretary Maureen will present the powerpoint presentation that she prepared.

(5.3) Heritage Workshop: Hopefully we will be able to utilize the expertise of Chris Cooper, who has extensive knowledge in heritage restoration for a fall session. A workshop for building owners would help them understand how to properly do repairs to heritage buildings.

## 6.0 **New Business:**

(6.1) Funding has become available for Main Streets through OMAFRA/AMO. The amount allocated for Seaforth would be around \$23,000.00. This money could be used for street furniture, bike racks, banners, and other options deemed a cost for revitalization of the downtown. The directors discussed what is needed on the Main Street of Seaforth and directed EDO Hawley to look into costing of benches, bike racks and flower/banner brackets. Once the costs have been determined, the report will be taken back to the municipal Economic Development Committee for review and a final decision.

## 7.0 **Correspondence:**

(7.1) A notice from Brad Knight, pertaining to garbage collection for stores on the west side of Main Street was sent to members this week.

(7.2) EDO Jan Hawley was speaking to a gentleman that worked with the artist that painted the 'Marching Band' mural and he feels that it needs to be retouched before the picture is totally faded. The BIA has funds in the Mural account. EDO Hawley was instructed to get more information.

8.0 Other – none

9.0 Next Meeting – will be Wednesday, June 28th, 2018 starting at 5:45 p.m. Committee Room Second Floor at the Town Hall. (or at call of Chair.)

Meeting was adjourned at 7:15 pm on a motion by Tracey Sills.