

Minutes
Seaforth Business Improvement Association
Annual General Meeting
Wednesday, March 12, 2014 at Seaforth Town Hall

Directors present: Chair Carolanne Doig, Herb McGowan, Maureen Agar, Shelley McMillan, Council Rep. Bob Fisher

Staff present: Jan Hawley, Economic Development Officer.

Regrets: Brenda Campbell, Kim Blok, Melody Hodgson, Danielle Munro

Guests present: Jennifer Mills

The Chair called meeting to order at 7:02 p.m. and thanked everyone for coming out.

1. **Minutes of the February 26, 2014 meeting were adopted as presented on a motion by Maureen Agar and seconded by Bob Fisher.** *Carried*

2. **Business Arising from Minutes:**

- 2.1 **Summerfest Event:** Chair Doig reported that she had received the link to the TD Canada Trust funding application from manager Jason Baird. Maureen Agar agreed to work with the Chair to fill out the form and hand it in to Jason for submission to the TD. The date of the event is tentatively set for the third Friday of July. Shelley McMillan will work with Barb Horne to assist with promotion etc. Jan Hawley brought in the requested info on the climbing wall and other entertainment items. **Motion: - To allow the co-ordinators of the 2014 Summerfest Event to use up to \$2,000.00 in BIA Funding. Moved by Herb McGowan, seconded by Maureen Agar.** *Carried*

- 2.2 **\$mart Money:** It was decided to schedule the launch of the first batch on Thursday, May 1. This puts it in between Easter and Mother's Day. We will try to print this year's issue on purple paper, but as long as the colour is different from the past few years that will be fine. Chair Doig will order the money from Pete's Paper Clip as in the past. Shelley McMillan's team will stamp and seal the money. We have Herb McGowan's signature on a stamp and we have an approved version of the municipality's seal. We will ask Whitney South, Editor of the local paper to feature a story

beforehand, if possible, as there should be some pre-advertising in the paper. We will make sure that past purchasers and all BIA businesses are notified of the \$mart Money launch and will resend the notification that highlights the main points of accepting the money. We will add that all money will be accepted even if it is from previous year issues. We will remind Brenda Campbell about checking into the making of a YouTube video supporting the \$mart Money launch. There will be \$25,000 for May issue and \$35,000 for second issue.

- 2.3 Easter Events** – Councillor Fisher reported that the Seaforth Co-Operative Daycare would not be running the Easter events this year and that the Optimist would be taking this over at least for 2014. He had encouraged them to use the Victoria Park location instead of the Optimist Park. Councillor Fisher will work with Director McGowan on arranging for costumes of “Storybook Characters” and volunteers to participate in the event schedule. Director Maureen Agar said that sidewalk chalking was a hit with many young people during Go Postal. **Motion – to allow the coordinators of the 2014 Easter Event to use up to \$200.00 in BIA funding to purchase candy for participants. Candy must be purchased from a Seaforth BIA business. Moved by Shelley McMillan and seconded by Herb McGowan.** *Carried*

- 2.4 Souper Saturday Participation** – Herb McGowan reported that they already had their quota of contestants. They are launching a Facebook page. The committee felt it might be a good place to distribute BIA brochures etc. so Carolanne Doig and Jan Hawley will arrange to have some display material and brochures set up in the lobby and removed after the event.

3 Unfinished Business:

- 3.1 Welcome Boxes for Newcomers** – Guest Jennifer Mills reported that the subcommittee was working on this and would have more to report at the next meeting. Chair Doig gave Jennifer a sample of what the Seaforth Golf Club would contribute to the welcome boxes.
- 3.2 Brochure/Website Directory Update Other** – Herb McGowan reported that much had been updated, although the changes had to be documented and sent off to the webmaster and the graphic artist for changes to the brochure. Jan Hawley advised Director McGowan that she would need updates for the coming events early because brochures needed to be ordered and in her hand no later than May 9. Carolanne also reminded Herb and Jan that the BIA

business emails should also be checked to make sure that everyone is receiving their email information. Herb and Jan also reminded Councillor Fisher that the Twilight Tunes schedule had to be confirmed before the brochures were printed. Councillor Fisher said he would look into this.

- 3.3 OBIAA Conference Update** – Jan Hawley reported that three board members have been registered in addition to herself. With the opportunity to share rooms and transportation costs the conference expense will still come in on budget. The Chair suggested that we encourage the participants to give the board a verbal report at the May meeting as to their experience at the conference.
- 3.4 Goderich Street East** – Herb McGowan asked if the old gas station pumps could be removed and was advised to check with Barry Mills when he returns from holiday.
- 3.5 Ciderfest Partnership** – Jan Hawley advised that Mrs. Streutker was still away in Florida and would follow up upon her return. The date is Sunday, September 28th, 2014.
- 3.6 Christmas Promotion Report** – Director McMillan reported on the Christmas advertising campaign. She was pleased to say that there had been no complaints and the only question was why there was no draw for some form of prize. Ads were in the Seaforth & Clinton papers for 7 weeks, the Citizen for 5 weeks and on Cable for 8 weeks. It was suggested that we begin planning for the ad campaign as early as June and that we include Facebook, the Huron East blog, and any other social media and that this should be an ongoing effort to enhance last year's success.
- 3.7 Main Intersection Changes** – Councillor Fisher reported that there will be changes made to the Main intersection in 2014, but that no turn lanes were being added. There will be changes to the stop lights and to the grading of the sidewalks to make them wheelchair compatible. There may be a change to the time allowed for crossing as well. It was therefore determined that the Main Intersection changes planned would not impact our strat plan initiatives.
- 3.8 Historic Walking Tours** – if the weather is good, our committee decided that for our April meeting we will meet at 6:30 pm and walk the Main St. before our regular meeting.

4 Correspondence – Chair Doig reported that there were several pieces of correspondence including:

- A thank you card from Donna Knight’s family thanking the BIA for their donation to the Brussels Library Fund.
- A letter from Council advising that the new directors had been accepted and that the resignation of former directors was also accepted.
- A map and package listing businesses, organizations & community groups in Huron County presented by OMAFRA.
- A Facebook note from a community member complaining about the lack of “Poop n’ Scoop” enforcement in Seaforth. Councillor Fisher asked that the Facebook complaint be forwarded to Janice Andrews so that it could be included on the agenda at council. Director Shelley McMillan will contact the lady who complained and advise her that we are following up. Guest Jennifer Mills will find out what they do about this in Bayfield and let us know.

5 New Business:

5.1 Annual Responsibilities – Chair Doig suggested that the BIA create a list of annual items that come up on a regular basis and then develop some sort of plan to insure that the items are done in a regular and timely fashion so that things are not left until the last minute, nor are the same people doing the grunt work all the time. Some things to consider are: monthly pick up and accounting of Smart Money, tidy up and spruce up of info booth, topping up of brochures at various locations, keeping the website current with businesses and annual events, checking the BIA email addresses, ordering wine for Christmas party, planning Christmas decorations. There must be many more.

5.2 Strategic Plan – Copies of the Strategic Plan had been printed and set out on the table and in addition it had been recommended that the board look over the Strat Plan before the meeting. The Chair and the Economic Development Officer had set up the large Strategic Plan posters around the meeting room with red arrows highlighting the items that had been completed as well as some items that might be the focus for the 2014 year. The Chair took the time to read off some of the main items and it was noted that many of the goals were

intertwined and had an obvious theme of working with others, partnering, and co-operation. Suggestions such as: hosting an event with neighbouring BIAs and hosting an event with the Seaforth service clubs were put out for further discussion. The EDO reported that she was meeting with a representative from the Mitchell BIA later in the week and was encouraged to ask if their board members would be interested in attending a social/information get together in the future. Jan also showed some posters that have been prepared to encourage potential business owners to look at using Main Street properties. There are currently several empty storefronts and since we want the Main Street to look prosperous and attractive to all including potential business people, we will work on making the most of the empty store fronts until the store is back in business.

5.3 Lions Club 90th Anniversary – Maureen Agar reported that she had sent all the “Go Postal” participants a letter advising them that in 2014 the July 1st celebrations in Seaforth would be a part of the Lion’s Club’s 90th anniversary celebrations. Bob Fisher advised that no final plans had been made at this time but that there was a meeting the week of March 17th and he would get more information then. Carolanne Doig advised that the golf course would be willing to do something special at the golf course on July 1 in conjunction with the Lion’s anniversary. Jan Hawley suggested that the Lion’s club contact Don McNeil in Brussels, who may have some 1924 vintage memorabilia that could be displayed to highlight things 90 years ago.

5.4 Lease Agreement – Tourism Center – the EDO advised that the lease agreement had been renewed and although we have the moving of the tourism center on our strat plan, at this time it is best to keep the info center where it is and just continue an annual spruce up.

5.5 Farmer’s Market – Tourism Center – It did not take much discussion to get a consensus that the Farmer’s Market (Hills Farm) would be welcomed back for 2014. Although our grocery store is up and running again in a beautiful fashion, the market adds an element of festivity to the street and attracts area residents to town. Jan Hawley will work with the Hill Family and also use current municipal guidelines to determine what fee should be paid by the market for the privilege of setting up on our main street.

5.6 Beautification – Main St., Gouinlock St., Victoria Park – Since much of our mandate is about beautification we want to review things like flower boxes, lights, benches, garbage can placement, and more. We will meet at 6:30 pm to do a walkabout before our next

meeting, but the Chair encouraged everyone to look around in the meantime and come up with ideas and suggestions. Jan Hawley was happy to report that the Fire Bell removed from the Town Hall in 2012 is being refurbished and will be available for display in front of the Town Hall so this should be considered in our planning. Former Seaforth Mayor Alf Ross and Ken Campbell have volunteered to undertake the refurbishing under the guidance of CBO Paul Josling.

5.7 Empty Storefronts – As in 5.2 above the Economic Development Officer discussed the need to promote our Main St. as a potential place for doing business. Bob Fisher suggested finding the Main Street Canada Plan and bring it to our next meeting to discuss after our walkabout. Jan Hawley reported that the Seaforth Master Streetscape Plan from 1988 was already on line in the members section of the Shop Seaforth website. www.shopseafroth.ca

6 Other:

6.1 Bob Fisher reported that the Huron Perth Health Care Alliance would be making Seaforth Community Hospital into a Rehab center with 16 beds servicing our entire area.

6.2 It was suggested that brochures be put on display at the hospital, the clinic, and all medical centers in our area including retirement homes.

6.3 Bob Fisher also suggested that our BIA committee have a secretary, but Chair Doig said she preferred to do the minutes herself while she was Chair. A member of the committee could be elected as secretary in the future.

7 Next Meeting – Wednesday, April 9th, 2014 at 6:30 p.m. in front of the Town Hall for walkabout. (Pending weather). Regular meeting to follow in committee room on the second floor of Town Hall.

8 The meeting was adjourned at 9:10 on a motion by Bob Fisher.