

**Minutes**  
**Seaforth Business Improvement**  
**Monday, April 7th, 2025 at noon by Zoom**

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**Present:**

Directors: Maureen Agar, Shelly Stanley, Kelly Miller, Councilor Bob Fisher, Justin Phelan, Shannon Craig, Bevin Witmer  
Municipal Staff: EDO Taralyn Cronin  
Guests:  
**Regrets:** Anette Scarrow, Randy Nixon

1.0 Welcome everyone by Chair Shelly.

**2.0 Adopt revised Agenda for April 7th, 2025 to include new correspondence.**

**Moved by Anette Scarrow to accept regular meeting agenda of October 30th, 2024, seconded by Justin Phelan. Carried.**

3.0 **Deputations:** none

4.0

**5.0 Minutes of March 10th, 2025**

**Moved by Justin Phelan, seconded by Bob Fisher to accept minutes of March 10th, 2025 Carried.**

**6.0 Declaration of Conflict of Interest:** none

**7.0 Business Arising from Minutes:**

**(7.1) Shop to Win:** Secretary Maureen will start advertising the 'Shop to Win 2025' contest on Facebook and send reminder to all BIA members about how to encourage their clients to enter!

**(7.2) Huron County S.L.E.D. 2025 grant:** EDO Taralyn Cronin will be applying to S.L.E.D. grant and the date is April 17<sup>th</sup> for final submissions. The Seaforth BIA is partnering with Taralyn on projects for Homecoming '25. The Seaforth BIA could also apply for a grant to help with the building of more benches/seating in Seaforth. Maybe a picnic table for centre would work.

**Motion by Anette Scarrow, seconded by Bob Fisher to apply for S.L.E.D. grant for help in refurbishing old benches or purchasing a picnic table. Carried.**

**(7.3) Homecoming 2025:** things to do:

1) Make sure the sound system is up and running so there is music playing and that the system can be used for announcements. Reegan Price will be talking to us about the sound system. EDO Taralyn says she will be around Thursday, Friday, and Saturday so Town Hall will be accessible.

2) The Seaforth BIA should put a float in the Homecoming parade. Thoughts on this?

3) We will be continue to encourage our members to clean and decorate their store windows. Secretary Maureen suggested some ideas that we could support store owners with decorations. We have set aside funds in Promotion for Homecoming. Secretary Maureen will continue to look at swag that says 'Welcome Home' etc to hand out to members. Another idea suggested was to put a banner across Main Street with 'Welcome' on it. Suggested spot was at John Street and Main Street. Secretary Maureen will talk to Artech about a banner if the idea is something everyone might like. We will consult with Barry Mills on this idea.

4) Flowers along Main Street are growing and my group of ladies that will be helping plant the garbage can planters and BIA Centre planters had a meeting and discussed flower choices etc.

5) A Contest to encourage homes to decorate was suggested by the Homecoming committee..haven't spoke to Homecoming about this as of yet.

6) Letter to CAO Brad McRoberts was sent stating that 2025 Summerfest is a sanctioned BIA event, thus covered under Municipal insurance. Clerk Jessica replied that the Municipal insurance would cover this part of the Homecoming event.

7) Need to speak to Homecoming committee about wording on events saying their will be sidewalk sales. They have never contacted us about this idea and I would suggest they change it to 'Shop Local, Shop Seaforth Homecoming Specials'. Secretary Maureen wondered if this idea was better and would make it easier for the BIA members.

#### **(7.4) Projects 2025**

1) The yellow benches need repainting. Secretary Maureen spoke with EDO Taralyn and she has the Municipality handling the painting of the benches.

2) Build more benches using the metal end pieces from the old benches that sat at the Post Office. They need sanding and repainting but are in great shape. Use composite lumber to make them so they last. This is one idea for new seating and Secretary Maureen could apply to SLED for support money to hire someone to do this. Volunteers are getting harder to find as many are working with Homecoming 25. Another idea is to use the big rocks that the Seaforth BIA owns that are placed on the Queen's property. There are 5 of these large landscape rocks and we could place them close to buildings and surround them with planters to make small seating areas. Secretary Maureen would speak with Barry Mills about this idea first.

3) Placement of plants with new benches was discussed with my decorating group.

4) Had two helpers as we went through the Christmas Orbs. This took over 3 hours. There are about 30 strands of lights that are not working. Lights have not been delivered yet, but when they do will need to hire a couple of people to help restring the Orbs.

5) Our small flower murals will be ready for spring and I have been contacting building owners to see if we could decorate their wall with a bright and cheery flower mural. Still waiting to hear back. Other ideas for the murals are percolating.

6) Many hours are spent by volunteers helping keep our downtown looking good. It is getting harder and harder to get volunteers so I like to thank them with Seaforth BIA gift certificates. These certificates could come out of our Promotion account.

7) Wood slat Christmas trees (3) will be built for next Christmas at the Queen's corner. Cost will be ~\$300.00.

#### **(8.0) New Business**

**(8.1) Easter Egg Hunt:** Brenda Campbell is working on the event. She has indicated that this will probably be the last year she will run the event. We need to find a group willing to take it on asap. It is too late to do in the spring so any ideas would be appreciated or this event will not be occurring in 2026.

**(8.2) Ads on Facebook and Citizen:** Director Shannon and I decided to place a 'Shop Seaforth' ad in the Citizen about shopping local, due to all the tariff worries. I will work on advertising 'Shop to Win' and 'Shop Local' on Facebook too. Director Shannon is working on the radio ads that we do each year.

#### **(9.0) Unfinished Business-**

**(9.1) Easter Egg Hunt volunteers...**has anyone contacted Brenda Campbell offering to help? Chair Shelly might have know some students available for their community hours.

#### **10.0 Correspondence-**

**(10.1)** Received messages from new BIA member 'Candy Store' saying they will not participate in the Seaforth BIA gift certificate program. Secretary Maureen told them that it was their choice and they would need to explain that their customers. Also, they complained about access to stores for handicapped people and that the BIA should have ramps. Explained that small ramps had been supplied by BIA years ago but they did not work and were eventually thrown out. EDO Taralyn Cronin is working on ideas but old, heritage towns make it very difficult. Ideas would be appreciated.

#### **11.0.**

**Next Meeting at** Call of Chair Monday, June 9th at noon in person (if room available at Town Hall if not by Zoom

#### **12.0 Adjournment**

**Moved by Bob Fisher/Justin Phelan to adjourn meeting at 1:00pm.**

Chair....., *Shelly Stanley*.....

Secretary.....*Maureen Agar*.....