



Minutes of the Seaforth BIA Meeting
Wednesday, January 11th, 2017
Committee Room 2nd Floor, Seaforth Town Hall

Present: Chair Melody Hodgson

Directors: Maureen Agar, Shelly McMillan, Brenda Campbell, Kim Blok, and
Council Representative Bob Fisher

Staff: Jan Hawley, EDO – Municipal Liaison

Regrets: Directors: Betty Small, Shannon Craig

Supporters: Shelley Lindner, Jason Armitage

The meeting was called to order at 7:03 p.m. Chair Hodgson welcomed everyone in attendance.

1. Minutes of the June 8th, 2016 meeting were approved as presented on a motion by Shelley McMillan and 2nd by Maureen Agar – *Motion carried.*
2. Business Arising from the Minutes:
 - a. **2016 Christmas Campaign:** Directors Shelley McMillan and Maureen Agar spearheaded the program again in 2016. Although the numbers were down slightly from the previous year, it was deemed another successful campaign with 300 entries, and 1,500 receipts. The decrease in numbers could have been related to weather, and more people shopping on-line. Also, the snow removal around the tourist booth where the entry mail box was located had not been kept up, which could have discouraged people from entering. This needs to be addressed next year. All in all, those who participated quite enjoyed the program; however, it was felt that the BIA needs to get the word out more.
 - b. **Christmas Decorations:** For 2016, the BIA decided not to light the wreaths, which unfortunately prompted complaints from local people. Due to the age of decorations, there is a need to replace. Since this will be a major expense, the BIA may not be able to support the cost. However, Maureen Agar has

submitted a request to the Seaforth/Huron East Community Development Trust for funding. If successful, a decision to order new decorations will need to be made before June so they arrive in time for the 2017 Christmas holidays.

- c. **Seaforth \$mart Money:** Continuance of Smart Money was discussed. The program was launched in 2009, and even though very successful in promoting a “Shop Local” attitude, it may have run its course. Also, administering the program has been very tedious. EDO Hawley made a point of recognizing the support and hard work of the CIBC over the past 8 years for its administration of the \$mart Money. The board was asked to think of possible ideas to replace this initiative and bring back to the next meeting. The impact on the BIA Budget (in recent years) has been approximately \$3,200.00.

3. Unfinished and Ongoing Business:

- a. **Strategic Plan Meeting:** During the course of 2016, Chair Hodgson, Director Doig and EDO Hawley met to update the Strategic Plan. The objectives that had been completed were removed and new ones added, in particular, Infrastructure Enhancements (Pg. 6). This included streetscape and landscape plans for the downtown. Further to this, the EDO has submitted a proposal to the University of Guelph Student Lead Masters’ Planning Program to assist with developing a streetscape plan for the downtown. There will be no cost to the BIA, although the EDO felt it was important that the BIA provide input, and suggested that there be at least two representatives from the board on the committee. EDO Hawley will let the board know if her proposal was selected by the students by the next meeting.

A motion to accept the changes to the 2016-2021 Strategic Plan was made by Shelley McMillan and seconded by Kim Blok. - *Motion carried.*

- b. **Shopping Bag Project:** Director Kim Blok announced that the Seaforth Spirit shopping bags had been assembled and were ready to be handed out to newcomers moving to Seaforth and area. There was discussion as to where they should be stored. Suggested locations included the local real estate offices and Town Hall.

4. New Business:

- a. **OBIAA Conference:** The 2017 OBIAA Conference in Toronto is coming up and if the BIA plans to send delegate(s) they will need to make a decision soon to

receive the discounted rate. An allowance has been made in the budget. This year's theme is Return On Investment (ROI), and EDO Hawley will be speaking again at the conference (Session: Re-imagining Vintage Main Street.) Also, the membership dues need to be paid. Decision to send delegate(s) and pay the dues was deferred until the February meeting.

- b. **2017 Draft Budget:** Director Agar presented the "DRAFT" budget to the board going over each item line by line. Since the BIA is still paying for the carriage lights, the budget had to be cut back in some areas. There was a lengthy discussion on raising the BIA levy. It was decided that the board check with surrounding communities to see what their BIAs pay. For this year, the levy cannot be changed; however, for next year we may need to re-assess the situation. Possibly changing the levy based on assessments could be investigated. Definitely something to be tabled for future discussion.

A motion to accept the "Draft" budget as present was made by Kim Blok and seconded by Shelley McMillan. *Motion carried.*

- c. **Events Committees:** Proposed 2017 events were discussed. These include; Easter, Summerfest, Christmas, and Smart Money. Committee chairs need to be selected. It was decided to defer this to the next meeting.

5. **Correspondence:**

- a. Director Carolanne Doig submitted her resignation, although did express an interest in helping out on a volunteer basis. Her valued contribution to the BIA board over the years was noted.
- b. A letter was received from Carly Shelkin requesting sponsorship to support the costs of a national modelling event she had qualified for. The board declined not wanting to set a precedent for future fundraising requests. Chair Hodgson will contact Ms. Shelkin and provide some names of service groups that may be able to help her with sponsorship.

6. Date of the next meeting will be Wednesday, February 8th at 7 p.m. in the committee room at Town Hall.

7. Meeting was adjourned at 8:08 pm on a motion by Maureen Agar and seconded by Bob Fisher. - *Motion carried.*