

**Minutes**  
**Seaforth Business Improvement Area Meeting**  
**Wednesday, June 14, 2017 at 5:30 p.m.**  
**At Midtown Bistro**

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**Present:**

Directors: Chair Shelley Lindner, Shelley McMillan, Maureen Agar, Shannon Craig, Council Rep. Bob Fisher  
Municipal Staff: Jan Hawley, Economic Development Officer, Brenda Campbell, Melody Hodgson  
Guests: none  
Regrets: Corrine McKenzie

Chair Lindner called the meeting to order at 5:40 p.m. and thanked everyone for coming.

1. **Minutes of the May 17, 2017 meeting were adopted as presented on a motion by Shelley McMillan, seconded Shannon Craig.**

*Carried*

2. **Business Arising from Minutes:**

(A)- Summerfest – Melody Hodgson reported that she has everything organized for the event July 14 except food vendors. Suggestions were to contact Scouts, Churches, Curling Club, and Minor Sports. Brenda Campbell and Melody Hodgson will look into a stage and sound system for musicians. A poster to advertise the event has been designed and will be ready for social media and newspaper next week. The Grand River inflatables have been booked and a new show this year 'The Equilibrium Circus' will be a special treat for the crowds and will preform two shows- at 5:30 and 7:00 pm. Local musical talent will be asked to preform too. Road closure request letters have been delivered. It looks to be a great event!

(B) Directors Maureen, Shannon, Corrine, and Chair Shelley visited almost every BIA member and dropped off posters and information to membership to have them aware of celebrate Canada's 150<sup>th</sup> birthday events. Questions about the BIA and what the membership would like to see done were asked, also if they would be willing to participate as a member or even a volunteer if needed. Chair Shelley will get together with all the directors that delivered the information and spoke with membership to compile a synopsis of what was heard/discussed. EDO Jan will ask Kylie to use the Smart Money sandwich board to put on the info about the both the contest to pick the best decorated store as well as the contest to save receipts for the three BIA gift certificates. Everyone was very pleased with the response of the BIA membership and agree that the Seaforth downtown is the best decorated in Huron County for Canada 150! Shaun from the Expositor will be asked to do a video of Seaforth for social media. Draw for 'best decorated' storefront will be June 30<sup>th</sup> at noon, and July 31<sup>st</sup> at noon for BIA certificates<

(X) Chair Shelley Lindner, after request from Huron East CAO Brad Knight concerning Christmas Party for Municipal workers, asked opinions of BIA directors about organizing the event. BIA directors all agreed that with the IPM this year that volunteer burnout was going to be a huge problem and that each director was too busy to take this on. We instructed Chair Shelley to give our regrets to Mr. Knight.

(D) Chair Shelley, Directors Agar, Craig, and McKenzie blitzed the BIA membership with posters and spoke with almost every member, hopefully helping them understand what the BIA does for them. As mentioned impressions will be correlated and brought to meeting to discuss in the future.

(G) Councilor Bob Fisher spoke with Municipality and correcting parking spot problems are a work in progress.

3. **Unfinished Business**

(A) Heritage Partnership – The idea was brought forth at the Heritage Committee and it was felt that the idea of workshops for owners and businesses to help them understand the Heritage component of their buildings had merit. Director Jan spoke with Dr. Chris Cooper about holding classes in Brussels.

(B) Maureen Agar spoke about planters/benches/bike racks and Christmas decorations and how she has been frustrated with the response for funding from the Huron East/Seaforth Community Development Trust. Director Maureen was hoping that she could get a monetary figure to use for the planning purpose of purchasing planters/benches/etc. Some Trust members felt that nothing should be done and we should wait for the new street repaving etc to be done in two/three years, or a presentation should be done at the Trust directors as a deputation. However BIA Director Maureen was worried that after putting in many volunteer hours to make up such a plan that the funding would still not be granted. Volunteer burnout is becoming a big problem and doing all the work and not knowing if funding would be available was worrisome. However, the BIA Directors decided that the only step to follow was the committee struck by EDO Jan Hawley with other interested parties and speak with Municipal Works department Barry Mills on what the Municipality would allow to be done. Hopefully after putting in many hours of planning etc the idea would have merit with funders. Both Councilor Bob Fisher and Agar wondered if money from Seaforth Reserves might also be available for Christmas decorations. Chair Shelley stated that we have talked about this for many months and should start taking steps to achieve our plans, even to break it down in different years to accomplish.

(C ) A reminder to the BIA directors that with the upcoming new main street project that we should start planning on how our BIA members will be able to handle customers when our road is torn up. Some buildings have rear entrances that can be utilized, other ideas will be discussed. We need to be prepared for this.

(D) Now that the blitz on the membership has been almost completed Director Maureen will correct contact information and add new business contacts to the Shop Seaforth website.

4.0 **Correspondence-** none

5.0 **New Business –**

Chair Shelley has spoken to Chris Watson, Huron County EDO department and along with Vicki Lass will come speak to the BIA directors about the idea of a Student Seaforth BIA. This idea has been done in other communities and will help with succession planning of BIA as well as give students some experience, exposure, and volunteer hours.

6.0 Other – none

7.0 Next Meeting – will be Wednesday Wednesday, September 6 , 2017 at 5:30 p.m. at the Town Hall. **(or at call of Chair.)**

Meeting was adjourned at 6:58 pm on a motion by Melody Hodgson and Shannon Craig.