

Draft Minutes
Seaforth Business Improvement Association
Wednesday, March 14th, 2012, 7:00 p.m.

Directors present: Chair Bob Fisher, Carolanne Doig, Shelly McMillan, Herb McGowan, Betty Small.

Staff present: Jan Hawley, Economic Development Officer.

Bob called meeting to order at 7:06

1. **Minutes of February meeting** were adopted as presented on a motion by Carolanne Doig and seconded by Shelly McMillan
Carried
2. **Business Arising from Minutes:**
 - 2.1 Draft 2012 Budget – Bob Fisher reported that there was no update on the budget at this time and that council would be working on it in the coming weeks.
 - 2.2 Seaforth \$mart Money –Carolanne reported that money would be going to print right away and it would be done on a colour not previously used. Bob advised that he would look after the signing and stamping of the corporate seal.
 - 2.3 OBIAA Conference – Jan Hawley advised that the submission for both awards had been made on time and then showed the committee the video presentation. Jan will be attending the conference in Thunder Bay. Shelly McMillan advised that she would not be going.
 - 2.4 There was no other business arising from the minutes.
3. **Correspondence:** There was no correspondence to report.
4. **Unfinished Business:**
 - 4.1 Sandwich Boards- it was confirmed that the information about the purchase price and availability of sandwich boards for merchants would be posted on the Shop Huron East website and once an order of a few boards is placed the BIA will purchase the minimum quantity from Artech.
 - 4.2 Crosswalk -Bob Fisher advised that nothing was available to report on the cross walks and he had not received any information about them from Barry Mills yet.
 - 4.3 Heritage District Signage -Bob Fisher reported that nothing physical had been done relating to the four corner heritage signage. Carolanne mentioned that the WIFI and Information Question Mark did not enhance the look of the northern signage and it was suggested these

two components be given their own pole. There was discussion about changing the “tag line” to something like “Explore our historic Main Street”. Bob will get a quote from Paul Haley on making the changes and keeping the signage looking good.

4.4 Selection of Co-chair – Bob said he approached some people about coming on the committee with no luck. Carolanne reported that unfortunately Steve Candy from TD was leaving and being posted to Sarnia immediately. Steve did tell Carolanne that he would encourage his successor to continue with the summer festivity planning. We discussed options of changing the by-law to allow additional citizens at large and Bob said he would look into this.

4.5 Conference registration –Jan Hawley, as mentioned earlier will attend the conference and it is possible that Pete Klaver, nominated for an award might also attend.

4.6 Website update – Jan reported that many of the changes to the website had been sent into Artech for posting on our site but that the site was not totally up to date at this time. Carolanne reported that after speaking with Phil Duncan at Artech, he advised that the rate for updating was not \$60.00 / hour but \$40.00 / hour. It was agreed that the agenda would be posted on the Huron East website as required by law and the minutes would be posted on the Shop Huron East website the week after the BIA meeting (if possible). There was considerable discussion about emailing of minutes and agendas to BIA members and it was decided that an email would be sent out to remind members to view the two sites – Huron East for the agenda and Shop Seaforth for the minutes, as we are trying to drive members to the BIA Shop Seaforth website.

We are also to ask for comments about the new tag line for the heritage signage.

4.7 Strategic Plan and two funding applications update. Herb reported that application will be made after April 1 and within OMAFRA’S next fiscal year. We are going to use the Brussels BR+E Final report as our template. Herb also advised we need a message from BIA chair and committee and Carolanne will use the Huron East Mayor’s message as a guide to prepare the BIA message.

5. **New Business:**

5.1 E-waste Day – Saturday April 7 – Planned activities in

Downtown. Bob Fisher was happy to report that the Seaforth Co-operative Children’s Centre is planning an event on the Main St. to coincide with the E-Waste day. There will be a bake sale and an Easter Egg hunt.

Motion was made by Herb McGowan and seconded by Betty Small that the BIA donate \$150.00 to the Children’s Center for the purchase of the chocolate Easter candy with the understanding that the candy be purchased in Seaforth.

Carried

There will also be a BBQ put on by the Food Bank and information will be emailed to the BIA members.

6. **Other:**

6.1 It was decided that the second Multi-media workshop will take place Sunday April 22 and this info will also be put on the website and included with the email to the members. Herb McGowan will advise if the location can be at the Bridges of Seaforth recreation facility.

6.2 Website – The Google Analytic Report was reviewed

6.3 Board member By-law Requirement was discussed and Bob is looking into possible changes to by law as stated above.

7. **Next Meeting:** April 11, 2012 at 7:00 pm

8. **Adjournment: Meeting was adjourned at 8:35 pm on motion by Betty Small**

