

Minutes
Seaforth Business Improvement Area Meeting
Wednesday, November 29th, 2017 at 5:30 p.m.
At Seaforth Legion

Present:

Directors: Chair Shelley Lindner, Shelley McMillan, Corrine McKenzie, Maureen Agar, Council Rep. Bob Fisher, Brenda Campbell

Municipal Staff: Jan Hawley, Economic Development Officer,

Guests:

Regrets: Shannon Craig

Chair Lindner called the meeting to order at 5:48 p.m. and thanked everyone for coming. The meeting convened at the Seaforth Legion as the BIA directors had an early view of the 'Van Gogh' Quilts show on display and remained at Legion for meeting.

- 1. Minutes of the October 10th, 2017 meeting were adopted as presented on a motion by Corrine McKenzie, seconded Bob Fisher.**

:Carried

2. Deputation:

None

Business Arising from Minutes:

(A)- Summerfest – no report

(B) Director Maureen Agar brought everyone up to date on the budget and Christmas event. The Christmas budget was discussed and we are within our budget guidelines. A memo will be sent to the BIA members to remind them to encourage their customers to save their receipts and enter in the contest for the BIA gift certificates. Melody Hodgson and Brenda Campbell will be finishing decorating the information booth on Friday as they have been waiting for the Christmas trees to arrive. Advertisements have been placed in the Expositor/Focus and radio ads are running. The BIA 'Country Comfort' best decorated window contest will be judged on Thursday, November 29th by two past business owners Heather Lyons and Cathy Ferguson.

(C) Chair Shelley Lindner received a letter of resignation from Melody Hodgson.

(D) EDO Jan Hawley brought the BIA directors up to date on the 'Van Gogh' Quilt show. Parking signs have been set up and bus parking will have a designated area marked off in front of the Legion for visitors to disembark to enter Legion. Flyers, with specials from businesses, have been printed to hand out to visitors to the show along with Post Cards of Seaforth. There is the BIA business directory to help show visitors where things are in Seaforth. Jan has contacted Scott Miller of CTV and the Expositor to cover the show. Jan has done radio advertisements for the BIA and for Trina O'Rourke's show. Very exciting to see the first winner of 'Win this Space' in Huron East hosting the Cherrywood 'Van Gogh' Quilt Show...the first time it has been in Canada.

(E) Chair Shelley added the need for new directors to our spring agenda. Discussed how we need to recruit some extra members for the board, as well as work on the budget for the annual meeting in February. Chair Shelley will work on a presentation that we will deliver to the Huron East council in the spring.

(F) The BIA will work on the idea of '1st Friday' event in Seaforth in the spring.

3. Unfinished Business

(A) Heritage Partnership – Will work on this next year.

(B) BIA directors will be watching and taking pictures of ideas for replacement Christmas decorations. Ideas will be discussed and then funding will be looked into.

(C) Director Maureen reported the directory on the Shop Seaforth website has been brought up to date. She requested that if any new businesses started or owners changed name that the information is collected asap so the changes can be made on website.

(D) Discussion was held on the construction that will be taking place on Main Street in 2019. Some great ideas to help support the BIA businesses were talked about. For example: During Wingham's reconstruction they had an award winning program called the 'Big Dig' and their businesses had a successful year despite the work. The Seaforth BIA will be looking into many ideas about successful programs to support businesses as we feel that we can make the construction year a remarkable year. The Directors will be doing work continually during 2018 in preparation for the construction. Councillor Bob mentioned that Huron East has also applied for funding to reconstruct Highway 8 from in front of hospital to Freeze King. He will keep us informed on this.

(E) Chair Shelley will continue to look in to a student representative on the BIA.

(F) There is still some \$martMoney at the bank. It continues to trickle in.

4.0 **Correspondence-** Resignation letter from Melody Hodgson

5.0 **New Business –**

(A) The directors discussed the Easter event and handing it over to the Centenaires, who have helped Melody Hodgson and Brenda Campbell over the years. Finding volunteers to do these many events is very hard so we appreciate the support as we want to see the continued success of this event.

(B) Director Brenda Campbell also spoke on how Melody Hodgson and herself were going to be organizing a special event (hoping it will be an annual event) fundraiser for the Tanner Steffler Foundation. This event will be a large event with special music guests, carnival, games and they are hoping to make this into a larger event and absorb the idea Summerfest and make it an exceptional event. They will be looking into funding from the TD bank, the HE/SCDT, CIBC etc. She will keep us informed.

(C) EDO Jan Hawley will bring information about OBIAA conference to January meeting.

(D) Director Maureen brought up the need to refurbish the garbage containers from Main Street. The lids have rusted and bubbled and need to be sand blasted and repainted. The South Patrol will be asked to collect the containers and one will be taken to Jim Wallace and Peter Grey for a quote to refurbish. Councillor Bob will also ask the town to wash the containers during the summer as the lids get very dirty.

6.0 Other – none

7.0 Next Meeting – will be Wednesday, January 10th, 2018 at 5:30 p.m. at the Town Hall. **(or at call of Chair.)**

Meeting was adjourned at 6:49 pm on a motion by Bob Fisher and Corrine McKenzie.

