

**Minutes**  
**Seaforth Business Improvement Area**  
**Wednesday, September 25, 2013 7 p.m.**  
**At Municipal Offices**

---

Directors present: Chair, Carolanne Doig, Maureen Agar, Shelly McMillan, Cathy Elliott, Betty Small, Danielle Munro  
Council Rep. Bob Fisher  
Staff present: Jan Hawley, Economic Development Officer  
BIA members present: Dwaine Forrest, Patti Hendriks, Pete Klaver

Chair called meeting to order at 7:00 p.m.

1. **Minutes of the August 28<sup>th</sup> 2013 meeting were adopted as presented on a motion by Shelley McMillan, seconded by Maureen Agar.**

Carried

2. **Business Arising from Minutes:**

- 2.1 Brochure Distribution – At our last meeting Shelley McMillan advised that she would take some of our Seaforth brochures to Bluewater Bridge in Sarnia. Shelley reported that she had not been to Sarnia yet, but would take the brochures on her next trip. Bob Fisher had said he would take brochures to the IPM, but reported that he forgot to do so. Jan Hawley was asked if she had any input on whether or not the brochures had been displayed at the IPM. The EDO reported that Rene Richmond from the Brussels Business Group did attempt to get our brochures displayed at the IPM as they felt this would be beneficial since the IPM returns to our area in 2017. However, Mrs. Richmond was told by those at the Huron County display that if Huron East's brochures were displayed this would have to be done for all municipalities and there wasn't enough room, and besides it would be too confusing to visitors coming to their booth to have all this information. The IPM did not prove to be an opportunity to promote our community by this method. Discussion clearly showed that perhaps we should try to rectify this for the next few years in an effort to encourage others to visit Seaforth when the IPM returns to our area.

## 2.2 & 2.3 Mural Progress

With this being one of our primary projects there was much discussion about the ongoing BIA Mural project.

- The north wall and front facades of the building have been prepared for the mural installation. Everyone agreed that it looks much better than it did before.
- The owner of the building has had another meeting with the EDO and he expressed some concerns about the fact that the red and white GT Mini Mart sign has not been replaced on the north wall. He also expressed some concerns regarding how the mural will be attached to his property, how it will be maintained and a few other housekeeping items. Cathy Elliott suggested that in order to put the building owner's mind at ease we ask Phil Duncan from Artech to do a rendition of the mural on the north wall of the building with the newly painted back ground and the red & white GT Mini Mart sign situated above the side door into GT rather than back in its original place. This will be sent to the owner for his review along with some information from Phil Duncan regarding just how the mural will be installed. **ACTION: Chair Doig is to meet with Phil as soon as possible to initiate this.**
- Since there are many items to go over in the selection process to get to the final installation stage, it was decided that a subcommittee be formed to work with Phil Duncan to finalize the selection of the photo and format of the mural. The committee will include Carolanne Doig, Cathy Elliott, and Shelley McMillan. They will meet with Phil in the very near future with the intent to have the mural selected, approved by the Heritage Committee, installed and unveiled in time for the Christmas season. **ACTION: Members of the mural subcommittee are to meet with Phil as soon as possible to initiate this.**
- Due to size of the mural and the type of wall there will be an additional framing fee of about \$1,500.00 that was not included in the original quote. Since there is money in the budget and the framing is a necessity this cost was not considered a barrier to the project.

## 2.4 Garbage Bin Repair

Jan reported that Jim Wallace has agreed to repair the garbage bin during the winter months when the bins will be

brought in from the Main St. and stored. There was some discussion about bin placement for next spring and it was agreed that there would be a walkabout on Main St. in the spring to determine the best placement of our new garbage bins for 2014.

#### 2.5 Wine & Cheese Event

Chair Doig reported that she has collected 40 bottles for red wine and 20 bottles for white wine and they just have to be cleaned. Rita at the wine makers will sanitize them at the time of bottling. We ordered 40 red and 20 white based on what was used last year and what was left over. When the wine is ready for bottling EDO and Chair will get it ready and take it to the golf course to “settle”. The time of the event was discussed and it was agreed to make it the same as in 2012 so it will be 2-7 p.m. **Action: EDO Jan Hawley has agreed to do up invitations with RSVP so the golf course will have an idea how much food to have. EDO will make an email invitation for the BIA members and will make a hard copy printed and hand delivered to those who will be receiving an award or some recognition at the party.**

#### 3.0 Unfinished Business

3.1 Historic Plaques – Easels – Jan Hawley reported that the third phase of this very large undertaking was well underway and will be finished by year end. John A. MacDonald is making the easels and will have them ready for the Christmas party.

#### 3.2 BIA Recognition Awards & Nominations

As discussed at the August meeting there are some individuals and businesses that may be worthy of recognition at the BIA Christmas Party. A good discussion took place and three businesses and two individuals were nominated to receive BIA Recognition Awards. Another business was nominated to receive a certificate of appreciation at the Christmas party. It was decided that the names of the nominees be kept secret until the party and will be recorded and kept in Jan Hawley’s office for reference. **Action: EDO Hawley will arrange to have the awards made up by the same supplier as in past years to keep things consistent.**

**A motion was made by Bob Fisher and seconded by Betty Small that the nominees be accepted and awards prepared. Carried.**

**A motion was made by Shelley McMillan and seconded by Maureen Agar that a certificate of appreciation be prepared for presentation. Carried**

- 3.3. Christmas Promotion Campaign – a very long and fruitful discussion took place about the upcoming Christmas season and the BIA promotion. It was good to have input from Patti Hendriks from Primitive Creek and Dwaine Forrest from Timber's Outfitters as well as Pete Klaver. The end result of the discussion was:

**A motion was made by Maureen Agar and seconded by Cathy Elliott that \$2,500.00 be used for advertising the Seaforth BIA Christmas 2014 season.**

Advertising to include print ads, radio ads, television banner ads, as determined by Shelley McMillan with assistance from other BIA members. Funding will come from the Christmas advertising and promotion budget as well as other money designated for advertising and promotion. Director McMillan will use previous years to help her plan the ads, the timelines etc.

**A motion was made by Betty Small and seconded by Shelley McMillan that each BIA business be allowed a \$50.00 credit to purchase Christmas bows and cedar rope to decorate their store fronts. Carried**

**ACTION: EDO and Chair will advise the BIA members of this Christmas Promotion Plan by email.**

At the suggestion and direction of those at the meeting the following points are to be made clear to those who wish to take advantage of this subsidy:

- Each merchant must purchase at least one of the burgundy and gold bows to insure that all store fronts are consistent. They may choose to purchase one or more bows as well as some cedar rope/greenery in addition to the mandatory single bow.
- The purchase must be made at either Blooms 'n Rooms or Flower Magic on Main St. Seaforth. We are recommending

that the merchants on the west side of Main St. go to Blooms 'n Rooms and those on the east side of Main St. go to Flower Magic. This is a recommendation only.

- Each merchant is to charge the \$50.00 portion of their purchase to the Seaforth BIA and the suppliers (Flower Magic/Blooms & Rooms) will present the various invoices to the BIA for reimbursement.
- The timeline is: Decorations to be put up after Remembrance Day, November 11<sup>th</sup> which this year is on a Monday. We would like to see storefronts decorated by Saturday November 16<sup>th</sup>. We ask that all decorations be taken down by Monday January 13, 2014. That will not only keep the Main St. looking good but it will also help preserve the decorative bows.
- It is recommended that storage of the bows can be done in clear plastic bag hung somewhere so the bows don't get crushed and could possibly be used for more than one year allowing the BIA and the merchants the opportunity to "build up" a decorating inventory.

Funding for this project is to come from money allocated for Christmas decorations.

#### 3.4 Michigan State Survey

Carolanne and Maureen began completing the Michigan State Survey and quickly realized that much of the information requested was at neither one's finger tips. They filled in what they could and have asked the EDO to assist. However, this is not a big priority at this time and it will be done as time permits.

#### 4.0 Correspondence – there was no correspondence to be dealt with.

#### 5.0 Christmas Decorations – Cathy Elliott and some helpers have been instrumental in refurbishing old Christmas decorations particularly those installed on the lights and poles along Main St. and Goderich St. east and west. This is a tedious and time consuming project. Some funding has been budgeted for new lights, but they are very expensive and a consensus has not been reached on just what needs to be purchased. After the lengthy discussion about store front decorating for Main St. this Christmas, it was suggested that we remove the bows from the Main St. lights as they are getting tatty. We should also check on any lights before they

go up and go ahead and put up what we already have. Director Cathy Elliott will work on checking out the lights for this season and she could use some help. Please contact her at 519 522 1323 or [cathyelliott55@gmail.com](mailto:cathyelliott55@gmail.com) if you can help. After this Christmas season the BIA will review how the lights looked, how much is in the decoration budget, and where we should go from here.

## 6.0 Other – \$SMART MONEY

\$mart Money – Next launch is scheduled for Tuesday, October 1. Danielle Munro agreed to sort and record where the first installment of \$mart Money has been spent. The money is in the vault at the Municipal Office and Director Munro will retrieve it and sort it as well as create a report for year end. Maureen Agar and EDO will set up the new “bubble machine” outside the Town Hall for the launch on October 1 instead of purchasing balloons to draw attention to the launch. The launch will also be advertised on our website and an email blast will be sent out by EDO Hawley. Merchants will also be reminded of the launch and a list of who takes Smart Money will be published on our site.

Ciderfest – Bob Fisher said he had been approached by someone who was interested in possibly piggy-backing onto the existing Ciderfest event in an effort to attract visitors to Downtown Seaforth and our historic Main St. while they are here for Ciderfest. Councillor Fisher said that this was done over twenty years ago and although it was successful it was not continued after the one year because the Ciderfest people thought it was too much work. Chair Doig suggested that Councillor Fisher ask the person behind the idea to come and see the BIA at one of its meetings to discuss this proposal. Cathy Elliott suggested that before doing that, we should consult with the Van Egmond Ciderfest organizers to see if they are okay with this idea. Councillor Fisher advised that Janny Streutker was the head of the Ciderfest committee. The Chair asked Councillor Fisher to meet with Mrs. Streutker and the Van Egmond Ciderfest committee to inquire what their thoughts were on such a proposal. Since Ciderfest is September 29<sup>th</sup>, it was expected that Councillor Fisher could consult Mrs. Streitker and get back to us for our next meeting.

Chamber of Commerce – Maureen Agar asked if anyone knew if Seaforth still had a Chamber of Commerce as she was on the Trust when some moneys were given to the Chamber and she wondered how a Chamber of Commerce and BIA would work together. Councillor Bob Fisher advised that there was a Chamber of Commerce, but that it was currently in a state of flux.

7.0 Next Meeting – will be Wednesday, October 9 at 7 p.m. at the Town Hall

8.0 Meeting was adjourned at 9:05 on a motion by Cathy Elliott.

\*Note: upon review of August minutes it was noted that Herb McGowan's suggestion to speak with Seaforth Plumbing and Heating about sprucing up that area of Goderich St. E. be further discussed at the September meeting. This was left off the agenda by accident and since Herb McGowan was absent it was not noted by the Chair until the September minutes were being typed.