

Minutes
Seaforth Business Improvement
Town Hall
Wednesday, February 7th, 5:30 pm

Present:

Directors: Maureen Agar, Shelly Stanley, Randy Nixon, Kelly Miller, Councilor Bob Fisher
Municipal Staff:

Guests:

Regrets: Laurie Guichelaar, Shannon Craig, Bevin Witmer, Annette Scarrow

1.0 Welcome everyone by Chair Shelly.

2.0 Adopt Agenda for February 7th, 2024.

Moved by Bob Fisher to accept revised agenda of February 7th, 2024, seconded by Randy Nixon. Carried.

3.0 **Deputations:** none

4.0

5.0 Minutes of November 8th, 2023

Moved by Kelly Miller, seconded by Bob Fisher to accept minutes of September 20th Meeting, 2023. Carried.

6.0 Declaration of Conflict of Interest: none

7.0 Business Arising from Minutes:

(7.1) Shop to Win: The contest went over very well again this year with over 2500 entries (which translates into close to 13,000 Seaforth BIA receipts) All the winners were so appreciative and all the money through certificates goes back into the economy. A list of all 2023 winners will be posted on Facebook. Discussion was held on continuing the 'Shop to Win' and it was decided to run the contest again in 2024 with the 3 prizes of Seaforth BIA gift certificates on last Friday of each month, starting Friday, June 28th for \$100, \$75, \$50 plus Grand Prize of \$1024.00 December 27th.

Motion by Randy Nixon, seconded by Bob Fisher to continue the 'Shop to Win' contest for 2024 with 3 prizes each month for \$100, \$75, \$50 and Grand Prize of \$1024 in Seaforth BIA gift certificates for 6 months starting June 27th, 2024. Carried.

(7.2) BIA Float: Two banners with Seaforthspirit, that can be attached to the side of a truck or van, were purchased from Artech. For the 2023 parade, Bevin Witmer of Robinson's, attached the banners to the side of their truck that pulled their Christmas float. Thanks to Robinson's for doing this! Discussion was held on possible lighting over sign or putting in a decorated truck of our own in next year.

(7.3) Homecoming 2025: No new information.

(7.4) S.L.E.D. Grant: Work is finished on the project for the 2023 S.L.E.D. grant and the paperwork has been filed. The metal art will be placed around the BIA area in the spring with the attached plaques explaining the history of the area. The plants will once again grow and we hope to attract more butterflies and bees this summer, hoping to help the environment.

8.0 New Business

(8.1) Flowers 2024: Ordered in October for 2024 from Huron Ridge Nursery. South Patrol will take over the inserts in early spring for planting. I am going to be asking Shop Seaforth Facebook friends for extra 'Rose of Sharon', grasses, sedum, hostas, and other greenery to put in our pots...why purchase when people need to thin out there gardens. More flowers on Main Street would add colour and the BIA will look into hiring someone to look after the plants and flowers.

(8.2) Tractor in building/road closure. Thanks to McKillop Mutual Insurance Inc for their generous donation of \$2000 to help the businesses in the downtown following the unfortunate closure of the street, due to the tractor accident. The contest to win 3 packages of \$500 in gift certificates from Seaforth BIA businesses went over extremely well, with over 3000 entries. Ed Van Miltenburg represented McKillop Mutual for the live drawing that

was held at Town Hall on December 20th at noon. Winners were all contacted and were thrilled to accept their prizes.

(8.3) Letters for donation: Letters were sent to Community Futures Huron and Huron East/Seaforth Community Development Trust in early February requesting financial support to partner with the Seaforth BIA for Summerfest 2024. CFH has graciously donated \$2000 to the event and we are waiting to hear from the Trust. Summerfest is attended by over 1500 people each year and is a welcome event for families as it is free for all.

(8.4) Christmas Decorations and events: Volunteers are getting too old to be putting out the Christmas decorations so I have initiated an idea where we hire someone to do the work. Please look at attached to see my ideas. The Seaforth BIA must be aware of the need for Christmas decorations but also the man power needed. The Seaforth BIA held a discussion about a Easter Egg drawing contest where for elementary school age children can enter by drawing a bunny, egg, or Easter picture for a chance in a random draw for one of 3 \$50 Seaforth BIA gift certificates. They just need to draw a picture, put in an envelope with name and contact info and drop it into the mailbox at the BIA Centre.

Motion by Bob Fisher, seconded by Kelly Miller to have a random draw for Elementary students for Easter 2024. Draw an Easter picture and enter it at the Seaforth BIA centre for a chance to win one of 3 \$50 gift certificates by random draw! Carried.

(8.5) Shop Seaforth web page: Changes to businesses and home page were made. Will talk to EDO Taralyn about putting Shop Seaforth info on the Huron East website and eliminating our own web site as it does not get much traffic.

(8.6) Store closures: We seem to go through cycles of stores closing and new ones reopening. EDO Taralyn is working with businesses who would like to open. The BIA needs to make sure the Main Street is Welcoming, clean, and has good visual...always important for anyone looking to stop and shop.

(8.7) OBIAA Conference April: Secretary Maureen will represent the Seaforth BIA at the annual OBIAA conference in 2024.

9.0 Unfinished Business-

(9.1) Presentation to Council of BIA initiatives...Will speak to Aaly and set a date for presentation at some point.

(9.2) Radio ads...Director Shannon worked with the radio stations for ads and costing. We once again have set a tight budget and need to stick to it. Shannon will obtain pricing from CKNX, The Beach, and FM90.5 for ads starting in June again this year. We are doing less advertising due to the cost but it is within our budget now, but need to advertise the Easter Egg Hunt, Summerfest, Santa Parade,Ladies Night Out, Christmas! We need to have some money for print ads for Christmas too but need to watch the budget.

10.0 Correspondence-

(10.1) Hello Maureen
Happy New Year!!
Your ears must have been burning, I just attended the Seaforth Networking meeting at the Library and put a plug in for Easter Egg Hunt donations to the various committees that were there. So that being said , YES I will be doing both the Easter Egg Hunt and Summerfest.
I'm going to start searching for any grants out there as well.
Can you tell me how much of a budget for Easter we have, I think I had some extra money from last year and we left it in the budget account. Who can check that for me? I will touch base with the Centernairs to see if they will cook again this year.
Anything else please let me know.
Have a super day
Brenda

11.0. Next Meeting at Call of Chair

12.0 Adjournment Moved by Randy Nixon to adjourn meeting at 7:04 pm.

Chair.....*Shelly Stanley*.....

Secretary.....*Maureen Agar*.....