

Minutes
Seaforth Business Improvement Area Meeting
Monday, 7:00 pm
At Maplewood Manor

Present:

Directors: Maureen Agar, Tracey McKee, Councillor Bob Fisher, Shelley McMillan, Randy Nixon, Kelly Miller, Shannon Craig, Brenda Campbell

Municipal Staff: Jan Hawley, Economic Development Officer

Guests: Monique Baan – Seaforth Library, Jennifer Bennett-Maplewood Manor, Patty Hendriks-Primitive Creek, Nancy Anstett-Seaforth Jewelers

Regrets: none

Chair Tracey McKee called the meeting to order at 7:07 p.m. and thanked everyone for coming. She welcomed our guests.

1.0 Amended Agenda was adopted on a motion by Brenda Campbell, seconded by Shelley McMillan. Carried. (Correspondence- letter from Seaforth Agricultural Society, letter from Seaforth Arena Board. Election of Chair and Secretary for 2020)

2.0 Election:

Brenda Campbell, seconded by Shannon Craig nominated Tracey Sills McKee as Chair of BIA for 2020, and Maureen Agar as Secretary of BIA for 2020. Both accepted the nominations and no other nominations were made.

Motion made by Bob Fisher, seconded by Randy Nixon to accept nomination of Tracy Sills McKee as Chair of BIA for 2020, and Maureen Agar as Secretary of BIA for 2020. Carried.

3.0 Minutes of December 16th, 2019

Moved by Shannon Craig, seconded by Brenda Campbell to accept minutes of December 16th, 2019. Carried.

4.0 Business Arising from Minutes:

4.1) Tenders were sent out the first week of January for work on Main Street, Seaforth and at the next council meeting the winning tender will be selected. It is anticipated that the work will commence as soon as the weather permits and will be done in five stages. Parking areas will be improved with the area behind Town Hall to be paved. Council is talking about adding a double user pay charging station for electric cars. EDO Jan

Hawley is working on improving the back alleys with innovative ideas to entice shoppers to not only use the back alleys for parking and entering shops, but also to draw interest to these areas. Extra lighting and improvements will also make these areas safer and cleaner.

(4.2) After much discussion about advertising for during the construction on Main Street it was decided to form an Advertising Committee to choose the best possible types of advertising (within the BIA budget) and implement on their decisions as time frame is critical. The committee will consist of Shelley McMillan, Randy Nixon, Jan Hawley, and Maureen Agar. It was decided the promotion 'Shop to Win' was one of the better ideas to move forward with. A spreadsheet of ideas and rough costs gave the committee something to work with within the budget.

Media Advertising 2020 - Budget \$10,000.00

	excludes GST	March	April	May	June	July	August	September	October	November	December	Total Cost
CKNX-101.7												
6 week contracts	120 -15 Sec. + 15 Sec Business		\$ 1,200.00		\$ 1,200.00		\$ 1,200.00		\$ 1,200.00	\$ 1,200.00		\$ 6,000.00
104.9 Radio												\$ 3,745.00
Signage at Entrances/Alleys			\$ 2,000.00									\$ 2,000.00
Stops Along the Way	1/2 page ad/3 issues - over 35,000		\$ 345.00		\$ 310.00			\$ 270.00				\$ 925.00
The Citizen/Expositor	One time ad/1/2 page/3500				\$ 600.00				\$ 600.00			\$ 1,200.00
Daytripping	4 issues 1/8 page/website		\$ 440.00		\$ 440.00		\$ 440.00		\$ 440.00			\$ 1,760.00
Mailouts (like Xmas)	3500 posters											\$ 1,000.00
Postcards with labels	Jan's Postcards				\$ 600.00							\$ 600.00
Digital Media	1 person hired		\$ 1,000.00									\$ 1,000.00

(4.3) Christmas in Seaforth- everything went very well. Our advertising budget was around \$2100.00. 3500 posters of the 'Shop to Win' event were mailed out the first of November and with close to 800 entries (close to 4000 BIA shopping receipts) it was considered a success.

(4.4) Edo Jan Hawley and Kaleda Connell reported to OBIAA on the 'Digital Main Street' project and were very pleased with the response to this initiative. Kaleda spoke with over 85 businesses in Huron East and many finished the training. Kaleda produced two instructional sessions and they can be viewed on Rediscovering Canada. The power of digital was shown with the number of views the 'Downtown' video has had. (over 130,000)

(4.5) Banners, banner arms, planters for hydro poles have been ordered. Furniture and bike racks will be ordered soon. There will be two sets of banners (two to a pole-every other pole) -spring/summer, fall/winter with

the Remembrance Day Veteran banners to be put up during October/November. The flower planters for the poles are wrap around and are self-watering, which will save the maintenance crew time. These planters can be left up for the winter and a decision will need to be made to maybe put artificial greenery in them for the fall/winter months.

(4.6) New Christmas decorations will be looked at the OBIAA conference in April. As we need only 15 Christmas decorations (other poles will have banners on them) we might be able to upgrade our choices.

5.0 New Business

(5.1) Brenda Campbell, along with Melody Hodgson and the Seaforth Centenaires offered to hold the Easter Egg Hunt and Pancake breakfast again in 2020.

Motion made by Maureen Agar, seconded by Randy Nixon to donate \$500 to the Easter Egg Hunt if needed. Carried.

Maureen Agar made mention that the Christmas sleigh needs some TLC and also the lights on the old Christmas wreaths are in good shape and need to be removed so they can be reused.

Motion made by Brenda Campbell, seconded by Shelley McMillan to spend up to \$400 to repair sleigh and remove Christmas lights. Carried.

(5.2)

Discussion was held on whether to hold Summerfest in 2020 with construction on Main Street happening. After much thought it was decided to not hold Summerfest this year but to have a calendar of 'mini' events that would make coming to Main Street fun-example ideas: Ladies Night in Summer, chalk painting on pavement, chili cook off...we will be asking members for ideas. A calendar will be produced with the events so that everyone knows what is happening and when.

6.0 Unfinished Business –

(6.1) Randy Nixon of Orr Insurance will be hosting the first Seaforth 'BIZ fter 5' on April 30th, 2020. Food and beverages will be available and a poster will be sent out to everyone.

Randy Nixon will update information re: Orr Insurance celebrating their 125th Anniversary in 2020 and plans on many exciting events in each community.

7.0 Correspondence-

(7.1) The Seaforth Agricultural Society will be celebrating its 175th year and is planning on many events form September 17-19th. They would like the Seaforth BIA to be involved in a window decorating contest with a theme of 'Celebration of Rural Life' and also the parade they will be holding. They are bringing back a Midway to help celebrate the event and will be announcing other events soon. A poster will be sent out.

(7.2) The Seaforth Arena Board has sent out a letter about the idea of holding the Huron East Christmas party once again for businesses. This year the event will be held in Seaforth and they were wondering if they could resurrect the event that the BIA used to hold, where many businesses bought their employees to the party. Door prizes and decorating would add to event.

(7.3) The Seaforth BIA are registered as members of OBIAA 2020.

(7.4) The Huron County Cycling Advisory Committee sent out an invitation to anyone interested in participating in the workshop 'Ready to Ride Huron' in Blyth on March 2nd, 2020.

Next Meeting: March 9th, 6:00 pm Town Hall **(or at call of Chair.)**

Meeting was adjourned at 8:30 pm on a motion by Shelly McMillan.

Chair.....

Secretary.....