

Minutes
Seaforth Business Improvement by Zoom
Wednesday, February 2nd, 2022 5:30 pm

Present:

Directors: Maureen Agar, Deputy Mayor Bob Fisher, Shelly Stanley, George Hatjoulis, Kelly Miller, Bevin Witmer

Municipal Staff:

Guests:

Regrets: Shannon Craig, Laurie Guichelaar, Randy Nixon

1.0 Welcome everyone by Chair Shelly.

2.0 Adopt Revised Agenda for February 2nd, 2022: (addition of grant application 'My Main Street and Community Futures, and Lavis donation under New Business and Strategic Plan under Business Arising from minutes)

Bevin Witmer moved to accept revised agenda of February 2nd, 2022, seconded by George Hatjoulis. Carried.

3.0 Deputations:

None

4.0 Minutes of November 10th, 2021

Moved by Kelly Miller, seconded by Bob Fisher to accept minutes of November 10th, 2021. Carried.

5.0 Declaration of Conflict of Interest: none

6.0 Business Arising from Minutes:

(6.1) Ad Hoc Committees were set up: These positions will be discussed at the next meeting.

(6.2) Christmas Decorating: There was many compliments on the decorations in downtown Seaforth in 2021. The greenery baskets under the Orbs were especially well received so should continue with the added note that money needs to be assigned to the baskets yearly. The Orbs looked fantastic again as did the bows and garland decorating the stores. Everyone truly enjoyed the Christmas music and we feel that it raised the spirits of our customers, at a time when most needed. Secretary Maureen has some more ideas to help make it easier to decorate for Christmas and will discuss at future meeting.

(6.3) Shop to Win:

With over 2800 entries (x5=14,000 receipts) the 2021 Shop to Win was a success. Once a Month draws made entries drop but it was still well received. Do we do the Shop to Win in 2022? If so what prizes etc. We will all think about the contest, think about ideas to expand or make it better and this will be on the next agenda in March.

(6.4) Facebook Posts: Lots of likes and shares to Facebook and Instagram posts. Great Comments about how the town looks as well as the music.

Trying to learn more about Instagram and will work on learning Twitter...the more social media presence the better.

(6.5) Sonos and Computer system: (Kelly Miller) Maureen and Kelly contacted Continuity

who supplies the protected internet for the Sonos system. We wanted a way to be able to connect to the Sonos computer from home that would save the necessity of going to Town Hall every time we wanted to change the music or the volume. Kelly worked with the ContinuIt computer guru and now has the capabilities to connect from home. Kelly will teach a couple of others how to do it so that someone is always available to correct a problem or change anything.

(6.6) Discussion of Strategic Plan 2022-2026

A lunchtime meeting (one hour) will be called to discuss the Strategic Plan later this month.

7.0 New Business

(7.1) Seaforth Colours:

A letter was received from past Chair Carolanne Doig about the changing of the Seaforth BIA colours back to the Seaforth original colours of green, black, and gold. She felt that the colours of the BIA should be the same as the town colours and the change to blue and red was done without consultation and for the wrong reasons. She suggested that the BIA change back to the town colours to avoid confusion. Secretary Maureen spoke of a Seminar at an OBIAA conference on how colours can pull a community together. They agreed that there is some confusion because of the different colours and decided that they agreed with past Chair CA Doig and start the process of rebranding the Seaforth BIA to coordinate with the town colours. Artech will be contacted.

Motion made by Bob Fisher to change the Seaforth BIA logo colours to coordinate with the colours of the town of Seaforth, which are mainly green and gold. Seconded by George Hatjoulis. Carried.

(7.2) North East corner flower bed: The flower bed at Robison's is an inviting looking entrance to the town of Seaforth. If the owner of the old Queen's property would allow a removeable flower bed to compliment the one on Robison's that would make the entrance to downtown look very nice. Chair Shelly and Secretary Maureen will speak with owner Bob Hulley about putting a moveable flower bed on the corner.

(7.3) Planters with ferns: Chair Shelly will bring in a container so that the Directors can get a sense of the size of the containers and where they might be placed. There was discussion on who would water the fern, where they would be placed, and the removal of and storage of the planters. Chair Shelly suggested that each merchant that had a fern or cedar in front of their store might be willing to water and tend it. Deputy Mayor Bob did say that the town always had fertilizer in their water containers for the hanging baskets so it might be better to get them to do it. Once we check on the feasibility of the idea this will be talked over with the Municipal workers. Secretary Maureen will talk to Silver Creek Landing to get a quote about the storage, placement, and removal.

(7.4) OBIAA conference: The Seaforth Bia retained its membership in the OBIAA. The conference this year is in Niagara Falls. Need motion to allow two registrations and a hotel room to be booked.

Motion made by George Hatjoulis, seconded by Bob Fisher to purchase two registrations and book a hotel room for the 2022 OBIAA conference in April.

(7.5) Community Futures and 'My Main Street' grants: Secretary Maureen contacted Community Futures Huron with our plan on a sunshade/gazebo for the BIA centre and was able to get a \$1000.00 grant towards the structure. Also, Secretary Maureen sent in a grant application to 'My Main Street 2022' for a sunshade/gazebo as well as self-watering planters and greenery. The ask is for \$7000.00. CAO Brad McRoberts was sent the application for the grant and approved and attached a letter of support for the project. We will know by March 1st if we are successful with the 'My Main Street' application.

(7.6) CAO Brad McRoberts phoned Secretary Maureen asking if she knew anything about a mural past EDO Jan Hawley was working on for the west alley. She had received a \$5000.00 grant from Lavis construction for the mural and they were inquiring about its status. CAO Brad wondered if the BIA would like to think about possible mural ideas for west alley. He will be talking to Lavis about letting the BIA continue with the project. BIA directors will be thinking of types of murals that would compliment and clean up the west alley. We would like to take advantage of the money as the idea of using the old banners did not work out. (see 8.0) Also the BIA directors will be thinking of where to place the Lloyd Eisler mural. There are several walls that might be complimented by this mural. We will discuss at next meeting.

8.0 Unfinished Business- Terry Zacher of CHSS came and showed me a prototype of a frame for the Old banners that were on Goderich street. The students did a cost analysis on making frames with plastic materials. They found the cost did not seem to be worth it as the banners are in rough condition. They costed the frames to be around \$150.00 each and felt new banners/murals would be cheaper.

9.0 Correspondence-

(9.1) Letter from past Seaforth BIA Chair Carolanne Doig was received re: Seaforth BIA colours returning to traditional colours of Green/Gold/Black.

10.0

Next Meeting: Call of Chair

11.0 Adjournment

Moved by, seconded by Bob Fisher at 6:58 pm to adjourn meeting.