

Minutes
Seaforth Business Improvement
Monday, January 13th, 2025 at noon by Zoom

Present:

Directors: Maureen Agar, Shelly Stanley, Kelly Miller, Councilor Bob Fisher, Anette Scarrow, Justin Phelan, Shannon Craig, Bevin Witmer

Municipal Staff:

Guests:

Regrets: Randy Nixon

1.0 Welcome everyone by Chair Shelly.

2.0 Adopt revised Agenda for January 13th, 2025. Added: Correspondence from H.E./S.C.D.T.

Moved by Justin Phelan to accept regular meeting agenda of October 30th, 2024, seconded by Bob Fisher. Carried.

3.0 **Deputations:** none

4.0

5.0 Minutes of October 30th, 2024

Moved by Bevin Witmer, seconded by Justin Phelan to accept minutes of September 11th meeting, 2024. Carried.

6.0 Declaration of Conflict of Interest: none

7.0 Business Arising from Minutes:

(7.1) Shop to Win: So pleased with the 2024 Shop to Win. There were 2994 entries and with 5 receipts in each entry, that totals almost 15,000 receipts from local BIA businesses. I noticed new names entered this year, so more people are having fun with this contest. Everything went smoothly and thanks to other Directors who helped with the draws. We had 7 regular draws and the Grand Prize. Total amount of the prizes in BIA gift certificates was \$2599.00. Every winner I phoned was super excited and loved the contest. Questions ...should the draws be at the beginning of the month instead of the end of the month? It was decided everyone liked the end of the month for the draws. Do we need a special draw for Homecoming? We will not have a special draw, just continue our regular draws. FYI Thoughts at draw at end of month were that the Grand Prize winner would spend their winnings during January to March (months that might be slower for retail)

Motion made by Anette Scarrow, seconded by Shannon Craig to hold a 2025 'Shop to Win' contest with 7 regular draws of \$100, \$75, \$50 and a Grand Prize of \$1025 in BIA gift certificates.

(7.2) Huron County S.L.E.D. 2024 grant: Secretary Maureen sent in the final report for 2024 at the end of November and it was accepted and our last \$2500 was sent to our account. The final task of the SLED grant is flower paintings by Heather DeJong. The special plywood was back ordered and we did not receive it until late October, so much of the painting will be done in the spring. The new garbage cans are doing great and they looked festive for the Christmas season. A group of ladies have offered to help decorate the garbage containers, so hopefully they will be 'dressed' up for special occasions. The colours of flowers and decorations for Homecoming have been discussed and ordered. The stencil bonds on the planters look great and definitely make the black planter pots look more attractive. Their will probably be a 2025 S.L.E.D grant session but I will be talking to Homecoming committee to see if they are planning on applying for funds. That might affect the Seaforth BIA.

Motion made by Justin Phelan, seconded by Bob Fisher to apply for a 2025 SLED grant to help with improvements and decorations for Homecoming 2025. Carried.

(7.3) Homecoming 2025: Cathy Elliott, Lion's Club Chair, asked if our audio system in the downtown would work with a microphone, so the announcements during Homecoming could be made. They would also like to use it during the Homecoming parade. Directors Justin and Kelly will work on this in spring to make sure that it will work and also we will see if we can work with Town Hall employees to start and stop the audio system during special occasions. The flowers for the hanging baskets and bridge baskets have been ordered and the hanging baskets will be fixed by Huron Ridge so that our flowers grow properly. Summerfest will be held the weekend of Homecoming so Director Maureen will be working with Brenda Campbell on this event, especially re: funding.

(8.0) New Business

(8.1) Projects for 2025: The lights on the Christmas Orbs need redoing as many are not working. Director Maureen spoke with Barry Mills and hopefully they can find a spot within the Municipality where the Orbs can be worked on to replace lights. It is a very time consuming job and we will have to pay someone to do it...whether we get someone ourselves or one of the Municipal workers does it. Lights will have to be ordered from Classic Display. Will have to look at cost. Would like to put a few more lights on the Christmas Cedar tree at the BIA Centre. Everybody commented on how festive it made the downtown. EDO Taralyn is working on funding for a Seaforth selfie sign for Homecoming. We would like to put it at the BIA Centre. A design has not been decided on as of yet. Director Maureen has been in contact with OnePromo that is working on new banners for downtown. These banners were paid for by EDO Jan Hawley but never done. Worked with EDO Taralyn Cronin on banners and hopefully they will be done in early spring. The flowers that are being painted by Heather DeJong will be made into small flower murals and scattered throughout the town. The funding will come out of the account Garbage recepticals/furnishings.



(8.2) New benches for downtown: New benches will be built over the winter months. When the yellow metal benches were made, the old benches that were in the parkette beside the Post Office were removed to throw away. Director Maureen had the South Patrol save the metal parts and is hoping to paint them in the heritage colours of Seaforth and make sitting areas throughout the town. Some of our plant parents did not have time to water their plant very well and we lost 9 this year. By using plants in 'sit and chat' areas we can have the Municipality look after them. Director Maureen will meet with the proper person who oversees the watering of our flowers, etc. to discuss proper watering. The funding will come out of the account Garbage recepticals/furnishings.



Diva Graphic store front



Bob the Barber's corner

(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. Bob Fisher requested a meeting with our EDO Taralyn Cronin to discuss the number of empty stores in Seaforth and work on a plan to help fill them.

(9.2) Radio ads...Director Shannon continues to keep the ads going. Next year the EDO will be doing marketing for Homecoming which will help our advertising, so discussions will be made to see where best to spend our advertising dollars.

10.0 Correspondence-

(10.1) The Huron East/Seaforth Community Development Trust sent a letter to the Seaforth BIA. Each year Director Maureen has requested donations from the Trust to support flower purchases and Summerfest. This year, to our delight, the H.E./S.C.D.T. have added both these requests to a annual event line in their budget, allowing the Seaforth BIA to know that we have \$2000 for flowers and \$5000 for Summerfest. A Thank you will be sent to the committee. This is a wonderful example of Seaforth supporting Seaforth!!

11.0.

Next Meeting at Call of Chair

12.0 Adjournment

Moved by Bob Fisher/Justin Phelan to adjourn meeting at 1:03pm.

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

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

