

Minutes
Seaforth Business Improvement
By Zoom
Wednesday, January 18th, 2023 5:30 pm

Present:

Directors: Maureen Agar, Councilor Bob Fisher, Shelly Stanley, Laurie Guichelaar, Bevin Witmer, Kelly Miller, George Hatjoulis

Municipal Staff:

Guests:

Regrets: Randy Nixon, Shannon Craig

1.0 Welcome everyone by Chair Shelly.

2.0 Adopt Agenda for January 18th, 2023

Moved by Bob Fisher to accept revised agenda of November 9th, 2022, seconded by Laurie Guichelaar. Carried.

3.0 Deputations:

None

4.0 Nomination of George Hatjoulis as director of Seaforth BIA for 2023-2024.

Moved by Laurie Guichelaar, seconded by Bevin Witner to accept the nomination of George Hatjoulis as Director of Seaforth BIA for 2023-2024. Carried.

5.0 Minutes of November 9th, 2022

Moved by Laurie Guichelaar, seconded by Kelly Miller to accept minutes of November 9th Meeting, 2022. Carried.

6.0 Declaration of Conflict of Interest: none

7.0 Business Arising from Minutes:

(7.1) Shop to Win: Shop to Win 2022 was very well received and we had over 2450 entries which means there were over 12,000 Seaforth BIA merchant receipts. Every winner was so pleased and excited. The list of winners was posted on Facebook and Instagram and included at bottom of minutes. Councilor Bob Fisher was available on December 31st to draw the Grand Prize winner Deb Anderson. Thanks Bob. We will discuss the Shop to Win 2023 at February meeting. Questions: do we start earlier, change amounts?

(7.2) S.L.E.D. grant: Finalized the 'Reuse, Recycle, Refurbish' project and sent in the Power Point presentation to Huron County Ec Dev Committee. Final invoices were submitted and final invoice was sent to Huron County EcDev. The stand up bar and Jan Hawley plaque will be finished in early spring. At that time I am hoping to have a photo op thanking the Huron County EcDev Committee. We had budgeted \$12,000 for the Account Decorations/Furnishings and because we received the \$5000 SLED grant we had a surplus in that account. However, a committee has been formed for the 2025 150th of Seaforth and some money can be targeted to BIA events that year.

(7.3) Christmas: Many compliments were received on how lovely the downtown looked. The greenery and bows were very attractive. Director Shannon has the radio and print ads ordered for the Christmas season starting November 15th. Print ads will be in the Citizen and radio ads were on 104.9 and CKNX. We spent quite a bit more on advertising as the cost has increased quite a bit. Director Laurie mentioned sites on radio stations that will do free blurbs for non-profits and Director Shannon is going to send some blurbs about the Santa Claus parade and Ladies Night to them to see if they will do that. All in all it was a successful Christmas from the BIA side. Trying to make sure that people shop

local is always a struggle so need to work on ideas. Discussion on benefits of expensive radio ads, when, how many etc. and what other choices are there. Director Laurie will look into if free blurbs on radio stations would be allowed. We will all think of possible ideas for advertising.

8.0 New Business

(8.1) Homecoming 2025. A committee has been formed in Seaforth to prepare for Homecoming 2025. The committee is looking at the August long weekend. Director Bob Fisher will keep in touch with the committee and the Directors of the BIA will think of ideas on how the downtown can contribute to the event.

(8.2) Director Bob Fisher brought up the idea of a Christmas Market evening in downtown Seaforth in late November or December of 2023. He has friends in Dresdan, a town similar in size to Seaforth, that hold one and have over 100 vendors and many people come to the event. We need to look into this idea.

(8.3) A discussion was held on whether the Seaforth BIA should have a float for parades in Seaforth and other towns for adverting our community. Director Bevin will look into a small float for us. Secretary Maureen will speak to Dave Scott and see if he will work on getting old newspaper articles that can be blown up and placed in the picture frames around town. This would be an interesting way for people to learn about the history of Seaforth as they walk by the frames.

9.0 Unfinished Business-

(9.1) I have almost completed the Power Point presentation about the SLED project and what was done by the BIA in 2022. Will set up a delegation time to do the presentation at council. Director Bob Fisher suggested waiting for March/April to do the presentation.

10.0 Correspondence-

(10.1) I was contacted by artist Robert Johnson from Hensall and he is working on the final sketch for the mural that will be placed on the north facing wall of Everspring Ltd. He would love to paint it on the special material that Huron County has but realizes that time could be a factor. If he can't paint it, Artech will print from a painting he will do. TBD with Huron County on the best steps. We will be placing QR codes on the painting so people can be directed to pages with stories about the mural.

(10.2) OBIAA membership dues will be sent in and two conference spots will be purchased and one night accommodations.

(10.3) Souper Saturday is on again for Food Bank...April 22nd.

(10.4) Discussion was held on how to make the selfie boards used more. Suggestions were made to have draws at BIA members stores and at the end of the month a prize would be drawn. Will work on the idea.

11.0.

Next Meeting or at Call of Chair Wednesday February 15th, 2023 at 5:30 pm Zoom/in person TBA

11.0 Adjournment

Moved by Bob Fisher at 6:43 pm to adjourn meeting.

Chair.....

Secretary.....