

Minutes
Seaforth Business Improvement Area Meeting
Monday, January 11th, 2021 5:45 pm
By Zoom

Present:

Directors: Maureen Agar, Tracey McKee, Councilor Bob Fisher, Shelley (McMillan) Stanley, Shannon Craig
Municipal Staff: Jan Hawley, Economic Development Officer
Guests:
Regrets: Brenda Campbell, Kelly Miller, Randy Nixon

Chair Tracey McKee had problems with her computer so Shannon Craig was nominated by Shelly Stanley, 2nd by Bob Fisher to conduct the meeting as interim chair. Shannon welcomed everyone on Zoom.

1.0 Agenda of January 11th was accepted by 1st Bob Fisher, 2nd by Shelly Stanley. Carried.

2.0 Deputations: none

3.0 Minutes of December 8th, 2020

Moved by Shannon Craig, seconded by Shelly Stanley to accept minutes of December 8th, 2020. Carried.

4.0 Business Arising from Minutes:

(4.1) Construction Update: EDO Jan Hawley and Councilor Bob Fisher said that the tender for Goderich Street to Centennial Drive will be sent out soon with hopes the construction will begin in early 2021. The Cross Walk lights timing will be adjusted to 20 seconds from 30 seconds which has been found to be too long. The new one way street (Gouinlock) still has some people going the wrong way. Hopefully everyone will start to follow the signs without problems.

(4.2) Draft Budget: Secretary Maureen went over the draft budget for 2021 and discussions were held on where to spend the money. The Seaforth BIA feels that advertising and another 'Shop to Win' would be good with the continued construction to keep everyone is aware of what is happening. All the advertising went well and according to schedule and cost and every felt that it was a successful campaign. The idea of a 'Reserve Fund' for large projects was discussed.

Motion by Shelly Stanley, 2nd by Shannon Craig to accept the draft budget. Carried.

(4.3) AdHoc Advertising Committee Report: The Advertising Committee reported that all the advertising had gone well and everything was within budget. It was felt everything was effective (radio ads, post cards, social media) -print media was the least effective. Discussion was held on advertising needed for 2021 and a committee will be struck following the election of new Directors at the AGM in February of 2021.

(4.4) Ad Hoc Events Committee:

- Discussion of this will be held after AGM and election of new Directors.

(4.4) Christmas Event:

- Decorating of BIA parkette (washroom area) will be dismantled this week, however the artificial trees will remain to liven up the area until spring.
- The BIA businesses decorations looked fantastic once again.

- The Grand Prize Draw for the ‘Shop to Win’ contest was held Thursday, December 31st at noon. The Mayor and Deputy Mayor drew the lucky winner of the \$2020.00 in Seaforth BIA gift certificates. Joe Anstett was the winner and was thrilled!
- (4.6) Secretary Maureen has sent our information to schools, churches, committees about the time capsule that she is gathering memorabilia for. She is hoping to collect all the stuff by January or February 2021. Because Covid has caused lock downs across Ontario the gathering of articles for Time capsule might take longer than expected.

5.0 New Business

(5.1) The AGM will be set for February 8th at 6:30 pm by Zoom. Nine Directors will be elected at the AGM as well as ratifying the budget. A date of February 15th has been designated as the ‘snow or electric problem’ date for the Zoom AGM/

(5.2) Invitations to the AGM will be sent out members as well as a letter of intent to run to be a BIA director.

(5.3) Flowers for the new wrap around baskets will be done by Huron Ridge and be Bubblegum petunias.

6.0 Unfinished Business –

(6.1) Director Maureen and EDO Jan Hawley were able to secure a \$7000 grant from the Community Futures Huron to help with the audio on Main Street. The Huron East/Seaforth Community Development Trust heard about this a donated the computer and synthesizer to the BIA. Ernie King Music in Wingham will be contacted about setting up a sound system in Seaforth.

(6.2) The Seaforth BIA received an email from Classic Displays concerning a sale on the Christmas Orbs that we had purchased for Main Street. We had purchased 10 Orbs but 4 more were needed. A donation request was sent to the Huron East/Seaforth Community Development Trust requesting support in purchasing the 4 Orbs. They graciously donated enough for 2 Orbs and EDO Jan Hawley was able to find the funding for the other 2 Orbs. The Seaforth BIA is very excited to know that all the hydro poles will have Orbs next year and the new Orbs did not affect the 2021 budget.

7.0 Correspondence-

(7.1) **EDO Jan Hawley** brought the Seaforth BIA up to date on her back alley projects. She has commissioned the artist Tova Hashgig to do a wrap around mural on the building across from the beautiful sunshine mural. She has also commissioned two artists to paint 10 doors that will adorn the west alley as she begins the work on that area. EDO Jan also told everyone how the ‘Back Alley’ was up for two awards (Rural Excellence and Community Resilience) at EDCO for 2021. We are up against many larger communities but this project is a sure winner.

(7.2) Glen Ditner, teacher from St. Anne’s Secondary School, phoned to thank the Seaforth BIA for the new scholarship of \$100 to be given to a Seaforth student. A letter will be sent to the BIA with details when the cheque is needed.

Next Meeting:

Annual General Meeting February 8th, 2021(February 15th snow date) at 6:30 pm by ZOOM.
Regular Meeting to follow.

