

Minutes
Seaforth Business Improvement
Monday, July 7th, 2025 at noon in person Town Hall

Present:

Directors: Maureen Agar, Shelly Stanley, Councilor Bob Fisher, Justin Phelan, Shannon Craig, Bevin Witmer, Anette Scarrow,
Municipal Staff: EDO Taralyn Cronin
Guests:
Regrets: Kelly Miller, Randy Nixon

1.0 Welcome everyone by Chair Shelly.

2.0 Adopt Agenda for July 7th, 2025..

Moved by Shannon Craig to accept regular meeting agenda of July 7th, 2024, seconded by Anette Scarrow. Carried.

3.0 Deputations: none

4.0

5.0 Minutes of June 9th, 2025

Moved by Justin Phelan, seconded by Bob Fisher to accept minutes of June 9th, 2025 Carried.

6.0 Declaration of Conflict of Interest: none

7.0 Business Arising from Minutes:

(7.1) Shop to Win: Secretary Maureen held the first monthly draw on June 27th. There were 1003 entries for this draw (but that was entries from January 1st), however the word is spreading and people are entering and shopping local. The winners were very appreciative!

(7.2) Huron County S.L.E.D. 2025 grant: EDO Taralyn Cronin updated Directors on 2025 S.L.E.D. grant. The accessible picnic table was installed at the BIA centre and is a great addition. New entrance signs coming in from the north and south are being installed and will compliment the east/west signs. The 'Shop the Road Home' Passport is ready to launch and stickers for the passports will be delivered soon. The idea is if you spend \$20 at an participating business in Huron East you get a sticker. Collect 6 and you are entered into a draw for 1 or 3 \$150 shopping sprees.

(7.3) Homecoming 2025: things to do:

1) RECAP... Make sure the sound system is up and running so there is music playing and that the system can be used for announcements. Reegan Price will be talking to us about the sound system. EDO Taralyn says she will be around Thursday, Friday, and Saturday so Town Hall will be accessible then. The BIA discussed this in length and decided that since the Town Hall is not open on Sunday for the parade we will offer the portable sound system to the Homecoming Committee.

2) The Seaforth BIA entered a float in the Homecoming Parade. We will also support the Huron East/Seaforth Community Development Trust on the float with a sign as they are wonderful partners to the BIA. We have a truck and driver for the parade and are now looking for a trailer to pull behind. We don't want it too big because then there is more to decorate. Purchased flowers that we can put on the trailer for colour and they are planted in containers that will be easy to move around without touching any of the planters in town. Secretary Maureen has an idea of how the float will be decorated.

3) We will be continue to encourage our members to clean and decorate their store windows. Many of the stores are starting to decorate and the bows on the hydro poles look great. EDO Taralyn and I are working to make sure the new banners are up before Homecoming. It has been a struggle getting the company to get ours done.

4) Will resend an email to the BIA members about holding a 'sidewalk sale' on the Friday afternoon. Leaving it up to each individual store to decide.

(7.4) Projects 2025

1) The new lights for the Orbs are in and I am waiting till September to restring the lights. I will have to hire a couple of people to help as this will take at least a day to accomplish.

2) Our small flower murals are ready and after contacting building owners to see about putting mural on their buildings and we came across resistance to attaching any murals, which we totally understood. We are still working on ideas that will not need walls to be attached too. New bench seats are being built using old metal ends from benches that were to be thrown away and the BIA asked to keep and reuse. Need sanding, painting, and new slats.

3) Reminder: Wood slat Christmas trees (3) will be built for next Christmas at the Queen's corner. They will be built in the fall.

4) Director Shannon has the radio ads running and for June/July the 'Shop to Win' and Homecoming is priority. Ads are being placed on the radio about Summerfest and Homecoming. The music is playing on Main Street when EDO Taralyn's student is available to turn it on and off.

5) We continue to work with OnePromo on the new banners for downtown. It has been a long session getting the design done and hoping they will be printed asap.

8.0 New Business

(8.1) Edo Taralyn's student helper designed a beautiful flyer, with information of what the BIA is doing and also events happening in Seaforth. She will be delivering the flyers to all the BIA members.

(8.2) EDO Taralyn is looking into hiring Spencer Wynn to take a new promotional picture of our iconic historic town. The picture that is used so often now is very outdated and needs to be refreshed.

9.0 Unfinished Business

(9.1) Summerfest and Easter Egg Hunt need to be discussed in fall for 2026

10.0 Correspondence-

(10.1) Letter was sent to BIA members about parking. Had no feedback. Another complaint was received about people dumping the ashes from cars on Main Street.

11.0.

Next Meeting at Call of Chair Monday, September 8th at noon in person

12.0 Adjournment

Moved by Bob Fisher/Bevin Witmer to adjourn meeting at 1:07 pm.

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

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