

**Minutes
Seaforth Business Improvement
Monday, June 9th, 2025 at noon by Zoom**

Present:

Directors: Maureen Agar, Shelly Stanley, Kelly Miller, Councilor Bob Fisher, Justin Phelan, Shannon Craig,
Bevin Witmer, Anette Scarrow, Randy Nixon
Municipal Staff: EDO Taralyn Cronin
Guests: Colin Carmicheal, Huron County Chamber of Commerce

Regrets:

1.0 Welcome everyone by Chair Shelly.

2.0 Adopt revised Agenda for June 9th, 2025 revised to include guest introduction.

Moved by Anette Scarrow to accept regular meeting revised agenda June 9th, 2024, seconded by Shannon Craig. Carried.

3.0 **Deputations:** Colin Carmichael, Huron County Chamber of Commerce introduced himself and gave a short explanation of the work and scope of the Huron Chamber of Commerce. Colin explained how BIA's are members and how they work with businesses in the community. They offer resources and will help explain and support a member who has problems. The Chamber keeps information from Ontario and Canadian Chamber available so businesses can resource information. The Chamber offers many programs to support businesses in Huron.

4.0

5.0 Minutes of April 7th, 2025

Moved by Kelly Miller, seconded by Anette Scarrow to accept minutes of April 7th, 2025 Carried.

6.0 Declaration of Conflict of Interest: none

7.0 Business Arising from Minutes:

(7.1) Shop to Win: Secretary Maureen is advertising the 'Shop to Win 2025' contest on Facebook and continues to send reminder to all BIA members about how to encourage their clients to enter! Over 500 entries so far. First draw will be Friday, June 27th at noon.

(7.2) Huron County S.L.E.D. 2025 grant: EDO Taralyn Cronin applied to 2025 S.L.E.D. grant and the Seaforth BIA is partnering with Taralyn on projects for Homecoming '25. She was successful in receiving funds for a assessable picnic table, which was ordered and is here. The Municipal staff students will assemble the table and place it at the BIA Centre. Our EDO also applied for funds for promotion of Homecoming 2025 and received a grant for selfie stations as well as new signage at the north and south entrances of Seaforth. The signs there are showing significant rust and needed replacing.

(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.

2) The Seaforth BIA should put a float in the Homecoming parade. The Huron East /Seaforth Community Development Trust would like to share a float and since they are an integral donor to Summerfest and the Easter Egg BIA events, think it will work out perfectly. Secretary Maureen is willing to figure out a design that will be simple but a great addition to the parade, knowing that some Directors will be putting their own floats in the parade.

3) We will be continue to encourage our members to clean and decorate their store windows. Secretary Maureen suggested some ideas that we could support store owners with decorations. We have set aside funds in Promotion for Homecoming. Secretary Maureen and her helpers have decorated the Queen's corner and the flowers at the BIA Centre/garbage containers. Bushes have been put out and Director Anette put decals on the containers that were missing a decal. We think everything is looking so pretty with the yellow and white and will be ready to welcome home our family and friends. Homecoming Committee will be putting bows on the hydro poles. New banners are almost done for Main Street. Hopefully they will be up in the next couple of weeks. These banners were paid for in 2019 and the Municipality asked if I would work on them with EDO Taralyn.

4) EDO Taralyn is working on selfie stations for pictures and the BIA is hoping to make the BIA Centre a spot for groups and family to utilize the beautiful flowers for pictures too. EDO Taralyn is working on a passport program

for all of Huron East, that will coincide with Homecoming in Seaforth. The customer will receive a sticker for a \$20 purchase and once six stickers are collected, they can enter for a chance to win great prizes. She is making sure there is more garbage and recycling containers in the downtown during this time. EDO Taralyn is purchasing bags for shop owners to hand out with Huron East logo as well Fly Swatters as bling.

5) Again, a contest to encourage homes to decorate was suggested by the Homecoming committee..haven't spoke to Homecoming about this as of yet. I haven't been able to attend meetings but hopefully will get to the next meeting to see if this idea is still on the books.

6) Brenda Campbell is working on Summerfest...she is definitely busy with Homecoming but having Summerfest the same weekend will draw big crowds. Clerk Jessica replied that the Municipal insurance would cover this part of the Homecoming event.

7) Sent 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 yellow benches were repainted and look so much better thanks to Municipal staff.

2) Placement of plants and bushes this year was coordinated with the Municipal staff re: watering. Since we lost about 10 bushes last year we decided to have most watered by staff.

3) Still waiting for lights re: Had two helpers as we went through the Christmas Orbs. This took over 3 hours. There are about 30 strands of lights that are not working. Lights have not been delivered yet, but when they do will need to hire a couple of people to help restring the Orbs.

4) Our small flower murals are ready and I after contacting building owners to see about putting mural on their buildings, we came across resistance to attaching any murals. The group that is helping me with flowers are working on ideas that will not need walls to be attached too.

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

6) Director Shannon has the radio ads running and for June/July the 'Shop to Win' and Homecoming is priority. Kelly will work with EDO Taralyn's student to get music running in the downtown again, using Shopify playlists. Anette made sure all bush planters had decals on them.

7) EDO Taralyn and Secretary Maureen have been working 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) Complaints were received once again about BIA members parking on Main Street, which caused some customers to not shop local. We have sent letters to our members before, asking that they park behind their store or in a Municipal lot, but it seems that some have forgotten. Secretary Maureen will write up a letter telling building owners and store owners that they should not park on Main Street and should park at Municipal lots on John Street, behind Town Hall, behind BIA Centre and Victoria Park so customers have available parking on Main Street. The fine for being over two hours on Main Street is \$55 and the ByLaw Officer will be contacted to do some extra checking on this problem.

10.0 Correspondence-

(10.1)

11.0.

Next Meeting at Call of Chair Monday, July 7th at noon in person (if room available at Town Hall if not by Zoom)

12.0 Adjournment

Moved by Bob Fisher/Justin Phelan to adjourn meeting at 12:56 pm.

Chair..... *Shelly Stanley*

Secretary.....*Maureen Agar*

