

Minutes
Seaforth Business Improvement Area Meeting
Monday, June 6th, 2020 7:00 pm
By Zoom (electronic meeting) due to Covid-19

Present:

Directors: Maureen Agar, Tracey McKee, Councilor Bob Fisher, Shelley McMillan, Shannon Craig, Kelly Miller
Municipal Staff: Jan Hawley, Economic Development Officer
Guests: Jennifer Bennett-Maplewood Manor
Regrets: Brenda Campbell, Randy Nixon

Chair Tracey McKee called the meeting to order at 7:00 p.m. and thanked everyone for coming. She welcomed our guest.

1.0 Revised Agenda of June 6th, 2020 was adopted on a motion by Shannon Craig, seconded by Bob Fisher. Carried Added: **New business: Seaforth Community Farmers market presence in Seaforth and Thanking essential BIA members who have worked throughout Covid 19. Correspondence (verbal): Where was the sign at BIA information booth made

2.0 Deputations: none

3.0 Minutes of May 4th, 2020

Moved by Shannon Craig, seconded by Shelly McMillan to accept minutes of May 4th, 2020. Carried.

4.0 Business Arising from Minutes:

4.1) Construction Update: EDO Jan Hawley brought every one up to date about how well the construction is going. The weather is co-operating and the work is on schedule (maybe even ahead of schedule). The detour into Foodland will be changed once again later this week and will once again be assessable via George Street. Delivery truck entrances will be changing as the street gets ripped up but Lavis will be working with businesses to make it as smooth as possible. Town Hall parking lot paved and much appreciated. Any questions or problems should be directed to Barry Mills or Jan Hawley.

(4.2) Back Alley Beautification: EDO Jan Hawley, working with Dr. Chris Cooper, saw the first of the 3D art projects installed. It is a beautiful Tardis phone booth with an authentic old fashioned phone in the booth. TCC has wired the booth so it is lit up at night inside. The window frame art work will be installed on Wednesday. Flower boxes have been placed in the east back alley and many building owners are improving the look of the backs of their buildings as they are enjoying how cleaning up has improved the area. The gas station on Goderich Street has had the tanks removed and will be cleaned up. Councillor Bob will talk to Barry Mills about making the back alleys roads smoother and maybe fill in any potholes. EDO Jan was informed that the Post Office roof is being replaced and this will be starting later this month.

(4.3) AdHoc Advertising Committee Report: The Advertising Committee discussed has instigated the Advertising plan for construction and it also works well to support businesses during Covin-19.

- Four draws have been made (bonus one on first draw) and winners have been totally thrilled. There has been over 100 entries each week!
- Advertisements will be revised for CKNX. It was suggested that a thank you to all essential workers and BIA businesses be included.
- Stops Along the Way will soon be out.
- Advertising committee ordered window decals for Seaforth BIA members that say 'Proud Seaforth BIA member'. They will be distributed to all members this month.

- Secretary Maureen, her husband and son set up the Shop Seaforth mailbox (for the Shop to Win entries) at the Information Centre and tried to make it a little more attractive. A large poster with instructions is also present to help people understand the rules.
- Chair Tracey wondered if there was a way to make a list for people to know who is open, how to purchase items (phone, on-line), and their hours during Covid-19. This will be looked into to see what would or might work.

(4.4) Covid 19: Watching for Update from province on protocols to re-open. EDO Jan will send information to Secretary to send out to members. Tentative date is June 9th. Discussion was held on putting information about businesses hours of operations/priorities was held. It was decided that it was the business owners responsibility to post this information. A link to the BIA website and directory will be provided. Director Kelly Miller offered to create a template to help small business owners on what to post of social media (eg: opening hours, advertising products, sharing their story) to ensure regular revenue and consistent exposure digitally. Kelly will send the template to Maureen so it can be sent to all BIA members.

5.0 New Business

(5.1) Discussion was held on the subject of Scholarships. Currently \$100 Scholarship is offered to a Seaforth student attending CHSS (carried over from Seaforth High School) and it was decided to offer the same Scholarship to Seaforth student attending St. Anne's starting in 2021.

Motion made by Bob Fisher, seconded by Maureen Agar to offer a \$100 Scholarship to a Seaforth student attending St. Anne's in Clinton. Carried.

(5.2) Farmer's Market in Seaforth. EDO Jan Hawley has been in correspondence with Hillview Farms, who have had a Farmer's Market in Seaforth for 5 years at the Information Booth. They are doing box orders right now but Local Organics in Seaforth is doing this and the BIA felt that our bricks and mortar businesses should get our support. Patrick Irwin, Seaforth Community Market, spoke to EDO Jan Hawley about having their market (local fruits and vegetables etc) at the Information Booth as Farmer's Markets need to be outside at this point. The Seaforth Community Market is an Associate Member of the Seaforth BIA. Since the official ok has come from the Province to open Farmer's Markets, following health guidelines, it was decided that we would invite them to open at the Information Booth. As construction continues they might move to the Goderich Street garage area that is being cleaned up by the Municipality.

(5.3) Essential Workers How can we bring attention to those that are still working and have continued to work during the shutdown of Covid 19. How can we recognize them? The H.E./Seaforth Community Development Trust is currently working on recognizing the hospital and family health team. Suggestions: BIA Radio Advertising revised "*On behalf of the Seaforth BIA we want to thank all the essential workers.*" ,and facebook acknowledgements.

6.0 Unfinished Business –

(6.1) none

7.0 Correspondence-

(7.1) A question was asked verbally about where the sign at the Information Booth area was made re: the Seaforth BIA 'Shop to Win' contest. The sign was very low cost and was purchased when the reused postcards had the 'Shop to Win' Information printed on them. It was expedient to get poster at same time as the work is done by volunteers.

Next Meeting: **(at call of Chair.)**

Meeting was adjourned at 8:02 pm on a motion by Kelly Miller.

Chair.....

Secretary.....