

# Minutes of the Seaforth BIA Meeting

Wednesday, April 13, 2016

Committee Room 2<sup>nd</sup> Floor, Municipal Offices, Seaforth Town Hall

Present: Chair Melody Hodgson, Secretary Carolanne Doig,

Directors: Maureen Agar, Shelly McMillan, Brenda Campbell, Kim Blok, Betty Small, Shannon Craig, and Council Representative Bob Fisher

Supporters: Shelley Linder, Samantha Lambert from CIBC

Staff: Jan Hawley, EDO – Municipal Liaison

The meeting was called to order at 7:00 p.m.

1. Chair Melody Hodgson welcomed a full house as everyone was in attendance.
2. Minutes of the March 9<sup>th</sup>, 2016 meeting were approved as presented on a motion by Betty Small, and seconded by Maureen Agar – *Motion carried*.

### 3. Business Arising from the Minutes:

**a. 2016 Budget** – Councillor Fisher advised that the budget was passed with no issues.

**b. Christmas Decorations** – Chair Hodgson and EDO Hawley reported the tourist booth still had some Christmas items in it that needed to be removed before the booth could be prepared for spring opening. The trees and garland had been removed. The booth will open in May and Hillsvie Farms will begin the farmer's market in April. (Opening day April 28<sup>th</sup>) A few issues about the booth were mentioned: The washroom has to be prepared for use, the booth needs a better lock (Installed as of April 26<sup>th</sup>) and perhaps a motion light because there was an issue with graffiti. Councillor Fisher said he would check about getting a motion light through Paul Stephens. The other Christmas decoration issue was that several merchants had to be asked several times to please take down the garland and bows. We will try to find a better way to make sure that Christmas decorations are all down BEFORE VALENTINES DAY IN 2017. The Christmas sub-committee was not struck at the April meeting as planned, but will be done in conjunction with our Strategic Planning meeting in May.

**c. Main Intersection** – A letter has been composed and delivered to Barry Mills expressing the BIA’s concerns about the lane lines, lights, advanced green, etc. at the Main corner. (See response dated April 20<sup>th</sup> page 5 & 6) At this time, we also discussed the possible change from diagonal to parallel parking on the north-east section of Main Street. Although diagonal allows for more cars, it is more dangerous for people backing out and the Main Street is definitely getting busier. The merchants in this area may feel they will lose potential customers with loss of parking and they have already lost some spaces with the changes to the turning lanes. It was suggested that the BIA make a deliberate effort to develop an off-street parking strategy with good signage that promotes a “short & healthy walk” to nearby stores and businesses. Director Maureen Agar also suggested making Gouinlock Street “one way” going east, thereby allowing the reduction to one lane going east and allowing for parking along one or both sides. The committee is to think about solutions and ideas for the meeting in May, which will focus on our Strategic Plan, and therefore provide the perfect time to promote this.

**d. OBIAA Conference** – EDO Hawley was pleased to announce that two national awards were presented to Huron East in recognition of two successful projects, “Win This Space” and “Art Unhinged”. EDO Hawley also presented at the conference on three separate occasions and Huron East is certainly getting a lot of national attention. Director Agar and Chair Hodgson reported on the sessions they attended and highlighted Flexible Streets, Ten Things to Do in a Community, and the use of “Incubators & Shared Spaces”. All in all, it was felt that it is good to attend these conferences, especially when they are close to home.

**e. Seaforth \$mart Money** – Secretary Carolanne Doig advised that the \$mart Money launch would be on May 4<sup>th</sup> as advertised and that the money was ready to go in the amount of \$12,000.00 because some money is set aside for the Christmas campaign and the balance dispersed at the autumn launch. The sandwich board will be put outside the town hall on May 4 and Barb Dalrymple and Chair Hodgson will arrange for the notice to go out to all on the Seaforth \$mart Money list. Merchants and other Main Street business people are encouraged to display their signs and let customers know about the upcoming launch so they can take advantage of this great deal. The Chair has agreed to come up with some kind of “May the forth be with you” promo to tie this all together. Secretary Doig will visit CIBC and pick up the redeemed \$mart Money, get the spread sheet from Connie Marion and begin the 2016 tracking process.

**f. Strategic Plan** – It was agreed to use the May 11<sup>th</sup> BIA Meeting to focus on our Strat plan rather than schedule an extra meeting. Board members are encouraged to bring their ideas, review the current strategic plan that is posted on our website, and be ready to plan for the next few years. Members of the Heritage Committee will also

attend and give us some of their information etc. before our session begins so that we all understand the need to work together to sustain and promote our heritage district.

**g. Easter Event Report** – By all accounts, this was a great success again in 2016, with lots of kids and parents in attendance. Over 3,000 pieces of candy were distributed in an extremely short time frame. The Centennaires cooked over 1,500 pancakes! Chair Hodgson reported that the parents were happy and that with donations from businesses there was very little cost to our budget. The extra items purchased will be stored at Melody's store for now. There were still some invoices to be presented and the Chair and Director Agar will check on the advertising invoices. Returning to the Agriplex was discussed for 2017 and Chair Hodgson advised they were already making plans for another great event. Director Betty Small advised that the Agriplex would not book a buck and doe the night before so they would not have to give up the event. Chair Hodgson and her team will follow up on this info when preparing for 2017.

**h. New Board Members** – EDO Hawley apologized to both Shelley Lindner and Samantha Lambert for the confusion created in adding them to our board of directors. It was pointed out that there was a limit on the by-law, which had been forgotten. The end result is that both Shelley and Samantha have agreed to remain as active members in a non-voting capacity and we welcomed them and thanked them for their positive contribution to our committee moving forward.

**i. Tourist Booth** – EDO Hawley has arranged for the tax on the property to be paid in exchange for rent again for 2016. The booth will open in May and the Hillsview Farmer's Market will begin in April. The toilet needs to be prepared for use, a better lock is required (**Installed**) and as mentioned before, Councillor Fisher will attempt to get a motion light for the area.

#### **4 – Unfinished & Ongoing Business:**

- a. **Crosswalk Downtown** – Councillor Fisher advised that nothing can be done at this time because there is no money in the county budget and the cost to do these crosswalks in other towns was in the \$70,000 range. Fisher advised he was checking into funding through “age friendly communities.”
- b. **Website Maintenance** – the website is serving its purpose, but could use some hyperlinks that might be added to our strategic plan and/or 2017 budget.
- c. **Shopping Bag Inventory** – Directors Brenda Campbell and Kim Blok have gathered some items from businesses and will fill some bags and leave at the municipal office for new residents to receive. Carolanne Doig gave Brenda

Campbell 40 coupons for Seaforth Golf Club to add to the bags. EDO Hawley advised that she had given 25 bags to visiting students from Germany and had filled them with information about the area.

- d. **Website Campaign** – this will be added to strategic plan review along with business recruitment strategy.
- e. **Heritage** – representatives from the municipal Heritage committee will meet with the BIA at May Strategic Planning meeting.

#### 4. **New Business:**

- a. **2016 Summerfest** – Paw Patrol addition – Chair Hodgson advised that she had booked Paw Patrol for little children to have a photo op during the July TD Summerfest. They will use the tourist booth area or maybe even the Box Furniture secured alley, it will last about four hours, and families pay for the photos. The Chair advised that she had contacted TD's Barb Horne about this to alleviate any concerns about taking away from the events already planned and booked by the TD. It was suggested that the event might profit share with the TD and run independently so as not to create more work for Barb's committee. If all goes well the Paw Patrol will pay for itself, and not impact the BIA budget. It will be a big attraction and enhance the already successful Summerfest.
- b. There is a Mother's Day "look alike" contest being run in the Huron Expositor. Perhaps Main Street businesses could donate a prize for this.

#### 5. Correspondence:

- a. There was no correspondence.

6. Date of next meeting will be Wednesday May 11<sup>TH</sup>, 2016 **"STRATEGIC PLAN PREP"**

7. The meeting was adjourned at 8:30 pm on a motion by Brenda Campbell 2<sup>nd</sup> by Shelley McMillan.

### **3 C: Response to letter sent by Secretary Doig to Public Works Manager Barry Mills.**

**From:** [Barry Mills](#)

**Sent:** Wednesday, April 20, 2016 8:22 AM

**To:** <mailto:info@seaforthraingear.com>

**Subject:** Re Signal Lights Seaforth

Hello Carolanne

Further to your letter date April 6, 2016 inquiring on the status of the Seaforth Traffic signal lights that were installed in 2015, I will attempt to answer the question listed.

#### **1. Traffic Light Sequence**

The lights are managed by remote sensor pucks installed in the travelled portion of the road signaling the main controller the location of vehicles in the north south bound lanes only (County road 12).

Furthermore, it gives the “right of way” to vehicles that enter these lanes the right of way to either turn left, or go straight. Once the intersection is cleared or timed out, the light defaults green to the East /West (#8 Highway) bound lanes. This works well when the pavement markings are visible.

During the past winter when snow covered the markings drives would not be in the appropriate lanes and confused the controller thinking there was a vehicle wanting to turn left when in fact it wanted to go straight. Therefore, the vehicle would sit there until the signal timed out and traffic would back up.

We worked with the controller to give it more options where by giving the traffic movement more options and making the intersection flow better.

Since the changes where made, we have not received complaints to that regard, to date.

#### **2. Signage**

Direction signage at the intersection has been installed.

### **3. Painting parking and traffic lane indicators**

The parking is still diagonal with spaces at the north end removed presently. The original plan was to move to parallel parking, but will be reviewed with the County prior to marking of the parking line. As for the traffic markings, the County will establish in accordance with the Highway Traffic Manual.

If you have any comments or questions please let me know.

Sincerely

Barry

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