

## Minutes of the Seaforth BIA Meeting

Wednesday, January 27<sup>th</sup>, 2016

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

Present: Chair Melody Hodgson, Secretary Carolanne Doig, Directors: Maureen Agar, Shannon Craig, Shelly McMillan, Betty Small, Councillor Representative Bob Fisher

Staff: Jan Hawley, EDO – Huron East Municipal Representative

Guests: Shelley Lindner & Samantha Lambert from CIBC

Regrets: Kim Block & Brenda Campbell

The meeting was called to order at 6:35 p.m.

1. Chair Melody Hodgson welcomed the Board Members and guests. She also commented that since we had had quite a break, not meeting since October, we had a lot to do and then would move into our AGM at 8 p.m. She also reminded us to enjoy some healthy snacks purchased from Local Organics.
2. Minutes of the October 14, 2015 meeting were approved as presented on a motion by Carolanne Doig and seconded by Maureen Agar – *Motion carried*.
3. Business Arising from the Minutes:

**a. 2016 Budget** – Director Maureen Agar went over the proposed 2016 budget line by line so that all revenues and expenditures could be understood fully by the board. A copy of the budget was available for each person in attendance. Directors, Maureen Agar and Carolanne Doig, had met with Paula Michiels, Municipal Treasurer and considerable time had already been spent clarifying our financial position. After considerable discussion and several questions from Councillor Fisher, a motion was made by Carolanne Doig and seconded by Betty Small that the 2016 Budget be accepted as presented. – *Motion carried*

**b. Meeting Dates** - Chair Hodgson had provided a sheet with proposed dates for the 2016 meeting. Everyone thought this was a great idea as it would allow us to plan ahead and get work done in a timely fashion. We also discussed certain procedural issues such as, attendance and absenteeism, publishing meetings in advance, posting agendas etc. It was agreed that we would review procedures more fully at the next meeting. The EDO will upload the meeting dates to the municipal calendar on its website. **DONE 2016/01/27.**

A motion was made by Shelley McMillan and seconded by Maureen Agar that the schedule of meetings be adopted. – *Motion carried*

**c. Status of Board Members** – it was clarified that we have a two year term, which is in compliance with our council.

**d. Strategic Plan Review** – Since many of the items on our Strategic Plan have been completed it was recommended that a meeting be set for a review and update of our plan. The Chair will set a date and it was recommended that if the date was a Tuesday during the day, then Clare Dodds the County Planner may be able to assist. It was decided that a sub-committee would work on the Strategic Plan first and Carolanne Doig agreed to sit on this committee with the Chair. One of the things that might be discussed would be a residential survey. EDO Hawley thought it might be a good idea for Chair Hodgson to make a presentation of the BIA's Strategic Plan to Council to keep them all up to date on what we have done and what we would like to do.

**e. Email communication etc.** – Similar to discussion of protocol in 3 b. above, we discussed briefly the need to follow the municipal's guidelines and not use electronic voting for our committee. Discussion can take place via email, but not actual voting. This will be reviewed more fully at the next meeting.

**f. Christmas Survey** – Directors Maureen Agar and Shelley McMillian felt that it was important to survey the merchants on Main Street to determine how they feel about the Christmas promotions. This should be done soon while things are still fresh in their memories. Both directors agreed to meet to determine some questions and a survey format and get things rolling as soon as possible. Other board members were asked to give input right away if they had any ideas on this.

**g.** The Chair mentioned that she had noticed some shoppers of all ages having difficulties accessing the sidewalks from their cars because of crusty snow banks. It was noted that Seaforth has a good reputation for snow removal and perhaps this was just bad timing. We were all encouraged to view, monitor, and comment if we notice further issues.

#### **4. Business Arising from Minutes:**

**a. Christmas Review** – Shop Seaforth & Win – Directors Maureen Agar and Shelley McMillian both reported that there were very good vibes and many positive comments about the street during the Christmas season. Over twice as many participated in the shopping contest according to the receipts entered. It was thought that getting Shaun Gregory from the Huron Expositor to interview the winner of the \$100.00/month would also create more interest. Director McMillian suggested that next year instead of post

cards we provide Shop Seaforth envelopes for customers to put their receipts in. She also thought a mailbox in some stores might be helpful, although then we would have to monitor and clean out more than one box. The Christmas survey will help decisions made for the 2016 promo.

- b. **Wine and Cheese Party** – Secretary Doig reported that the BIA Wine and Cheese was a success for those in attendance. Unfortunately, a communication error resulted in fewer attendees than the past two years. However, Maelstrom Winery was happy with the exposure it received, and the winners of the various awards were grateful for the event and recognition. Since there are 28 bottles of wine left, Secretary Doig will contact Rita at Beyond the Vines to determine if this wine can be used later in the year. It was suggested that perhaps a different format, venue, or time might be considered. This will be discussed as the Strategic Plan is reviewed, as it is one of its initiatives.
  - c. **Main Street Lights** – Director Agar reported that the lights were finally up, and we all agreed they look great. The cost was about \$870.00 per light. The Main corner could use two more lights, but this will have to be worked on in the future to achieve the same look at the entrance to our Heritage district.
  - d. **Seaforth \$mart Money** – an extensive spread sheet was made available for review. The \$mart Money was a successful initiative again and in fact sold out very quickly and a third issue was done. People are really starting to use the program. Shelley McMillian's team and the daughters of Huron East's Treasurer, Paula Michiels, stamped the money, and over the course of the year the Secretary collected it from the CIBC. The EDO's summer student organized most of it in the summer, and the final three months were organized by Secretary Carolanne Doig, the spread sheet updated, and sent to Connie Marion for reconciliation with the bank.
5. **Unfinished and Ongoing Business:** Deferred to the February meeting so that the AGM could begin at 8 p.m.
  6. **Correspondence** – the email from Brayden Pryce was dealt with and it was decided that the EDO would notify Brayden that further snow removal of the info booth would not be necessary. **DONE: 2016/01/27** Secretary Doig reported that she had received correspondence regarding electric charging stations and this was similar to previous correspondence received last year. Nothing new to report.
  7. Date of the next meeting will be Wednesday, February 10<sup>th</sup> at 7 p.m.
  8. Meeting was adjourned at 8:01 pm. on a motion by Maureen Agar, seconded by Shannon Craig – *Motion carried.*