

Minutes
Seaforth Business Improvement
Monday, March 10th, 2025 at noon by Zoom

Present:

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

1.0 Welcome everyone by Chair Shelly.

2.0 Adopt revised Agenda for March 10th, 2025 to include correspondence.

Moved by Justin Phelan to accept regular meeting agenda of October 30th, 2024, seconded by Kelly Miller. Carried.

3.0 **Deputations:** none

4.0

5.0 Minutes of January 13th, 2025

Moved by Kelly Miller, seconded by Justin Phelan to accept minutes of January 13th, 2025 Carried.

6.0 Declaration of Conflict of Interest: none

7.0 Business Arising from Minutes:

(7.1) Shop to Win: Poster for 2025 'Shop to Win' contest has been circulated but will push more closer to date that I would like to have envelopes entered. Too much snow right now to get into BIA booth and empty last years' entries. Need to shred the 2024 entries.

(7.2) Huron County S.L.E.D. 2025 grant: Seaforth BIA will be working with EDO Taralyn Cronin on ideas to apply for a S.L.E.D. grant together, along with the Homecoming committee to support Homecoming '25. We are looking at a 'I Love Seaforth' selfie station and are hoping to get one that can be used at other events by replacing the wording. This makes more sense than purchasing something that would only be used one time. EDO Taralyn Cronin spoke on the possible new entry signs, Passport program for Huron East, and a Selfie station. We looked into reusing an old metal Christmas arch. EDO Taralyn will see if she can hire someone to clean it up, paint it and put on lights. A 'I Love Seaforth' banner will be added for Homecoming selfies. There is also an 'Accessibility' SLED program this year and Seaforth should look at a picnic table.

(7.3) Homecoming 2025: things to do:

- 1) Make sure the sound system is up and running so there is music playing and that the system can be used for announcements. Reagan 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....we will talk about that at April meeting.
- 3) We will be encouraging our members to decorate their store windows. Bows, ribbons, swag for our BIA members. Secretary Maureen suggested some ideas that we could support store owners with decorations. We have set aside funds in Promotion for Homecoming. Secretary Maureen will look a swag that says 'Welcome Home' etc to hand out to members.
- 4) Flowers along Main Street are ordered (yellow and white)
- 5) Contest to encourage homes to decorate
- 6) Letter to CAO Brad McRoberts was sent stating that 2025 Summerfest is a sanctioned BIA event, thus covered under Municipal insurance.
- 7) After discussion we felt that Sidewalk sales during Homecoming were not a fit anymore as our retail sector is much smaller than in 1995.

(7.4) Projects 2025

- 1) The yellow benches need repainting. Would like to get a group together to refresh them for Homecoming. If I can get the South Patrol to bring them to the BIA Centre a painting night could happen. Cost could be charged to Promotion/Marketing as visual looks are important.
- 2) Build more benches using the metal end pieces from the old benches that sat at the Post Office. They need sanding and repainting but are in great shape. Use composite lumber to make them so they last.
- 3) Placement of plants with new benches

- 4) 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. We took off on strand and sent it to Classic Display to see if they can match the original lights so we can just restring. Otherwise will discuss with Classic Display alternative lights. This needs to be done but in the future not sure if the Municipality should take over the care of the Orbs. EDO Taralyn offered \$500 in support of this project.
- 5) Our small flower murals will be ready for spring and I have been contacting building owners to see if we could decorate their wall with a bright and cheery flower mural. Waiting to hear back.
- 6) Many hours are spent by volunteers helping keep our downtown looking good. It is getting harder and harder to get volunteers so I like to thank them with Seaforth BIA gift certificates. These certificates could come out of our Promotion account.
- 7) Wood slat Christmas trees (3) will be built for next Christmas at the Queen's corner. Cost will be ~\$300.00.

(8.0) New Business

(8.1) OBIAA 2025: Entered our planter and garbage can project for an award but we were not successful. The main problem was they didn't feel we have enough media exposure for our ideas. I sent out the form to Directors to apply for a grant to pay to go to OBIAA in Collingwood. Since we are utilizing our funds to support Homecoming we did not put any money towards attending event. I have been to Collingwood OBIAA the last time and there is a lot of walking between venues and it is hard if you are handicapped.

(8.2) Ads on Facebook: I would like to spend a little money to 'Boost' our Shop Seaforth Facebook page. It will be minimal amount each month (\$30) and will be charged to Promotion account so will not affect our Advertising account. Since we don't advertise in papers and the Shop Seaforth page is up to almost 1600 followers I am told I need to Boost the post so it reaches all the followers. We need more exposure on top of the radio ads. After discussing it was decided to Boost our Facebook posts as for little money you receive wider coverage. Also, ads in the Citizen will be done for Shop to Win and Homecoming.

(9.0) Unfinished Business-

(9.1) Radio ads...Director Shannon and Secretary Maureen will co-ordinate with EDO Taralyn on any Homecoming ads but our advertising will be mainly for 'Shop to Win', Summerfest, Christmas.

10.0 Correspondence-

(10.1) Easter Egg Hunt: Letter from Brenda Campbell, who has organized this event for many years, is Chairing Homecoming 2025 and felt the number of volunteers has been very poor lately. This has made running the Easter Egg Hunt very difficult. Directors Justin and Kelly said they would volunteer and help find extra help. After speaking with her about volunteer support re: Easter Egg Hunt we do not see how the event can proceed.

(10.2) Letter of request for participation with Huron Chamber: *Huron Economic Response Task Force*. After discussion, the Directors agreed to participate with the Huron Chamber on the Task Force.

11.0.

Next Meeting at Call of Chair Monday, April 7th at noon by Zoom

12.0 Adjournment

Moved by Bob Fisher/Shannon Craig to adjourn meeting at 1:05pm.

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

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

