

**Minutes**  
**Seaforth Business Improvement**  
**Town Hall**  
**Wednesday, March 8th, 2023 5:30 pm**

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**Present:**

Directors: Maureen Agar, Councilor Bob Fisher, Shelly Stanley, Randy Nixon, Bevin Witmer, Kelly Miller, George Hatjoulis

Municipal Staff: Regrets: Taralyn Cronin, EDO Municipality of Huron East

Guests: CA Doig, Christa Lehnen

**Regrets:** Laurie Guichelaar, Shannon Craig

**1.0** Welcome everyone by Chair Shelly.

**2.0** **Adopt Agenda for March 8th, moved by Bob Fisher, seconded by Bevin Witmer to accept revised agenda (addition of correspondence from CAO Brad McRobert re: flowers) of January 8th, 2023. Carried.**

**3.0** **Deputations:**

Taralyn Cronin, EDO Municipality of Huron East sent her regrets.

**4.0**

**5.0** **Minutes of January 18th, 2022**

**Moved by Randy Nixon, seconded by Bob Fisher to accept minutes of January 18th Meeting, 2022. Carried.**

**6.0** **Declaration of Conflict of Interest:** none

**7.0** **Business Arising from Minutes:**

**(7.1) Shop to Win:** Shop to Win 2022 was very well received and we had over 2450 entries which means there were over 12,000 Seaforth BIA merchant receipts. Every winner was so pleased and excited. After discussions of when to have draws and prize values it was decided to start the 2023 contest June 30<sup>th</sup> and then have draws once a month, first Friday of the month with the Grand Prize draw on December 31<sup>st</sup>. The amounts will be the same as last year...1<sup>st</sup> \$100, 2<sup>nd</sup> \$75, 3<sup>rd</sup> \$50.

**(7.2)** It was discussed at the last meeting about the idea of purchasing a float for parades to advertise the downtown of Seaforth. It could be decorated for each parade to fit the theme of that day. Also, with the Municipality's permission we might be able to use the faux Cardno Hall that was used at the 2017 Plowing Match. If that was doable the faux Cardno Hall could be used as the centre piece and left on the float and then decorations could be added. The BIA would speak to the Municipality of a possible storage spot for the float. Secretary Maureen will speak to Randy Dayman about floats to see if he can find an affordable one for the BIA.

**(7.3)** Homecoming Update: Received a text from Tracey Sills, who is on the 2025 Homecoming committee asking us to save the date of July 31 to August 4<sup>th</sup>, 2025 for Seaforth's 150<sup>th</sup> Homecoming. She will keep us posted with updates. The Seaforth BIA needs to discuss what we can contribute to the Homecoming. We have set aside funds for this event in our Reserves. One thought was to use the money for Summerfest 2025 for the Homecoming Weekend for kids entertainment.

**(7.4)** Secretary Maureen has spoken to Dave Scott about him collecting old news articles etc. to put in the pictures frames around town...something that makes stopping and reading them an

interest. Also in 2024 we thought articles about the 1995 Homecoming would get people interested and excited for 2025.

**(7.5)** Discussion on the idea on Winter Christmas Market idea: need an organizer and not sure if there is a date that would not conflict with Ag Society Toy Show and other towns Christmas ideas. Councilor Bob will send us information about the event held in Dresden, for ideas and discussion.

## **8.0 New Business**

**(8.1)** Two spots at the 2023 OBIAA conference have been purchased. Chair Shelly and Secretary Maureen will be representing the Seaforth BIA.

**(8.2)** Secretary Maureen sent EDO Taralyn Croning a letter of support for her application for funding from the RED program for a promotional video. We will offer 'in kind' help...advertising etc.

**(8.3)** Brenda Campbell and Secretary Maureen sent a donation request to the Huron East/Seaforth Community Development Trust for matching funding for Summerfest 2023 and it was matched. Summerfest 2023 has a starting budget of \$8000 and Organizer Brenda said that everything has increased in price and the earlier she can get things ordered, the more money saved. Things are in motion for the event. Also, organizer Brenda Campbell has the Seaforth BIA/Centenaires 'Easter Egg Hunt and Pancake breakfast' going. A letter was sent out to BIA members for additional support for this great event. There will be an egg hunt, face painting, music, etc as well as the pancakes prepared by the Seaforth Centenaires.

**(8.4) a.** Organizer Brenda Campbell is working on both the Easter Egg Hunt and Summerfest 2023. Waiting to hear about support from Trust for Summerfest. See 8.3.

**b.** Huron County Mural project is going well. Robert Johnson of Hensall is going to paint the mural on special boards, that will coated with anti-graffiti paint etc.. The timing and logistics are being worked on. Secretary Maureen has been in contact with Everspring and they are delighted with the painting concept. A public showing of the concept needs to be done in the future at the library that will be coordinated with the artist as to whether it can be put on Facebook or if that would be a copywrite infringement. If so, a public meeting needs to be organized. A suggestion by director Bevin to the possibility of lighting on the mural was discussed. We talked of goose neck lighting or strip lighting under the eaves. This will be discussed further as the painting reveal is made.

**c.** Secretary Maureen has sent out an invite to BIA members to be 'Plant Parents' again this summer and has received 19 enthusiastic replies for adoption. Flowers will be planted with the bushes. Secretary Maureen will find out from Ryan Wilson what flowers will do best with plants etc before they are placed. She will speak with Deb Chartrand for flower ideas and have her help pick out the correct flowers.

**d.** Ideas for events in the community...the Seaforth BIA is looking at other event ideas.

## **9.0 Unfinished Business-**

**(9.1)** Council Presentation TBA

## **10.0 Correspondence-**

**(10.1)** Contacted by 'My Main Street' to fill out survey. Secretary Maureen did the survey and sent it back.

**(10.2)** Tracey Sills message as discussed above in 7.3.

**(10.3)** CAO Brad McRoberts sent an email re: paying for hanging flower plants in self-watering holders. Secretary Maureen and Councilor Bob said the flowers used to be paid for by the Huron

East/Seaforth Community Development Trust and were not sure when that changed. This will be looked into and if the Trust does not want to pay for the flowers, then it will be put into the BIA budget.

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**11.0.**

**Next Meeting or at** Call of Chair Wednesday April 12th, 2023 at 5:30 pm in person

**12.0 Adjournment**

**Moved by Randy Nixon at 6:40 pm to adjourn meeting.**

Chair.....

Secretary.....