

**Minutes**  
**Seaforth Business Improvement**  
**Town Hall**  
**Wednesday, May 15th, 5:30 pm**

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**Present:**

Directors: Maureen Agar, Shelly Stanley, Kelly Miller, Councilor Bob Fisher, Shannon Craig, Bevin Witmer, Annette Scarrow, Randy Nixon

Municipal Staff:

Guests:

**Regrets:**

1.0 Welcome everyone by Chair Shelly.

**2.0 Adopt Agenda for May 15th, 2024.**

**Moved by Bob Fisher to accept agenda of April 10th, 2024, seconded by Kelly Miller. Carried.**

3.0 **Deputations:** none

4.0

**5.0 Minutes of April 10th, 2023**

**Moved by Shannon Craig, seconded by Randy Nixon to accept minutes of April 10<sup>th</sup> meeting, 2024. Carried.**

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

**7.0 Business Arising from Minutes:**

**(7.1) Shop to Win:** Secretary Maureen has the new poster blasted out on Facebook and it has been shared many times. First draw is Friday, June 28<sup>th</sup> at noon so will keep advertising the event to remind people to shop local and enter. Shannon Craig will start the radio ads to get the message out. Secretary Maureen will print posters for stores to have for the contest.

**(7.2) Summerfest:** The Seaforth BIA and Brenda Campbell are worked on logistics for letter for road closures on July 27<sup>th</sup> and it was sent to Municipality of Huron East and is on council's next agenda. Working on a car show right now and hopefully that will be successful. Spoke with Randy Nixon, as his company is insurer for the Municipality to check insurance protection for Summerfest volunteers.

**(7.3) Homecoming 2025:** No new information sent from the committee. Discussion on if the Seaforth BIA should become a sponsor and at what level. \$5000.00 is the top level. We decided that we will be contributing to the Summerfest 2025 event at a higher level as well as decoration the downtown core as our contribution. We will partner with the EDO on decorations and inform our Summerfest Co-ordinator Brenda Campbell of the extra funds for the 2025 Summerfest Homecoming.

**(7.4) Huron County S.L.E.D. 2024 grant** The Seaforth BIA was successful in receiving a \$5000.00 grant to help with the cost of new garbage containers. The containers will be made from recycled plastic, so will have a long life. An added twist to the containers is the flower box that will sit on top of the garbage containers adding colour and visibility to them. According to many urban studies, garbage containers that are highly visible lead to less litter on the streets. Let's hope we prove this to be true. High bond wraps for the bush planters are being made and will add some pinnache to the black planters. They should be on the planters later this month. The final part of the project will be accomplished once the first two are done. It is a smaller project, where we will be asking local painter (or wanna be painters) to paint flower murals that will be put up around town. Heather DeJong will be leading the paint class. Our flower helper, Deb Chartrand and Secretary Maureen, will be planting the flowers on Main Street as soon as frost warnings are over.

**(7.5) OBIAA Conference** Secretary Maureen and Director Shannon went to the 2024 conference in Mississauga. The guest speaker was Dave Meslin, who entertained the audience with stories of how his local community brightened up their streets. The home owners in the area eagerly helped make the area easier for walking and bright and inviting. We both attended the session on 'Succession Planning' and feel that that is something the BIA needs to be addressing in the future. As our store owners get closer to retirement we need to ask what the BIA can do to entice entrepreneurs to take over. We do not want to see empty store fronts. The struggle between retail and service is a discussion that needs thought too. All communities are having to change due to the big box store draw and on line shopping. We went on a bus tour of the Streetsville BIA and saw many ideas that made their BIA an enjoyable area.

**8.0 New Business**

**(8.1)**

**(9.0) Unfinished Business-**

**(9.1)** Presentation to Council of BIA initiatives...Will speak to Aaly and set a date for presentation at some point.

**(9.2) Radio ads**...Director Shannon worked with the radio stations for ads and costing and they will be up and running soon. We will be advertising 'Shop to Win' as well as 'Summerfest' in the first months.

**10.0 Correspondence-**

**(10.1)** A letter was sent to Director Laurie Guichelaar, thanking her for her help on the Seaforth BIA but realizing that time commitment was not working for her.

**(10.2)** Thank you's were received from Kohen Adams for Seaforth BIA Scholarship Award CHSS and from the John Staffen family for the donation in his memory.

**(10.3)** The Seaforth Lion's Club will be celebrating their 100<sup>th</sup> Anniversary with a special event on June 22<sup>nd</sup>. A poster will be sent to Seaforth BIA to share with community members. They asked if the Seaforth BIA would allow 'lion cutouts' to be placed at the BIA Centre for photo ops and advertising. We will work with them about placement. The Lion's have other events happening through out the year and will keep the Seaforth BIA informed.

**11.0.**

**Next Meeting at** Call of Chair

**12.0 Adjournment**

**Moved by Bevin Witmer to adjourn meeting at 6:16 pm.**

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

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