

Minutes
Seaforth Business Improvement Area Meeting
Monday, May 3rd, 2021 5:30 pm
By Zoom

Present:

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

Municipal Staff:

Guests: Lisa Harper Huron Perth United Way '211'

Regrets: none

- 1.0 Welcome everyone by Chair Shelly.
- 2.0 Adopt Revised Agenda: added to New Business Huron County Passport and Council Presentation.

Bob Fisher moved to accept revised agenda of May 3rd, 2021, seconded by Shannon Craig. Carried.

3.0 Deputations: Lisa Harper Huron Perth United Way '211'

Lisa Harper presented to the Directors the Strategic Plan of Huron Perth United Way and explained how their services work. '211' call number is used all over North America and HP United Way facilitates this program, which includes: help in finding local support, will direct you to the proper organization, it is free and confidential and available every day, can help 'de-escalate' a problem, helps connect you with others with the same problem. Trained councilors are always available to make sure caller is safe and direct them to the local services for support. Phone conversations are continued until not needed. 32,000 most vulnerable have been helped through '211'. Lisa will send pamphlets to the Seaforth BIA with information for our members. Discussion was held following presentation on how we can help our BIA members be aware of the service and how to use it if needed.

4.0 Minutes of April 12th, 2021

Moved by Laurie Guichelaar, seconded by Bevin Witmer to accept minutes of April 12th, 2021. Carried.

- 5.0 **Declaration of Pecuniary or Conflict of Interest:** Bob Fisher declared conflict re: Loan support From Huron East/Seaforth Community Development Trust for audio equipment.

6.0 Business Arising from Minutes:

(6.1) Bike Racks: The three bike racks are being painted and the Appreciation plaques have been delivered to Jim Wallace so that he can attach them to the bike racks. They should be ready in the next week or so.



(6.2) Audio System: Contract with **Balaklava Audio** and the Seaforth BIA was signed by Chair Shelly Stanley and Secretary Maureen Agar. The deposit for half the cost (\$6612.96) has been authorized and sent.

(6.3) Ad Hoc Committes:

- Shannon Craig, Randy Nixon and Laurie Guichelaar will prepare radio ads and contact CKNX and 104.9 with updates on what is happening in Seaforth with Covid and Construction. Also they will advertise the 2021 'Shop to Win' contest that will run from July 1st until December 31st.
- Kelly Miller will send poster re: the 'Shop to Win' contest on social media and prepare posters and informative commercials for the Seaforth BIA.
- The Strategic Committee will look to the next months to work on the 2021-2026 plan.
- Christmas/BIA centre committee...bushes and containers have been purchased and will be placed, along with the benches etc, on our cemented parkette area when the lockdown for Covid is finished.

(6.4) Facebook Posts: OBIAA has sent out templates for 'I Believe' in BIA's to each BIA to get The BIA members to send make up Facebook, Twitter, Instagram encouraging messages. The first link sent to members did not open properly so will send a new one.

7.0 New Business

(7.1) Huron County Passport: Huron County Economic Development contacted the Seaforth BIA as they are planning on a 'Shunpiker' style Huron County destination tour and Requested that the Seaforth BIA mural on Seaforth Plumbing and Heating wall be Included. They requested pictures, a 30 word description, and address for the Passport. This was sent in. People will pick up a passport and visit each site and then send in the Passport for a chance for prizes. Seaforth BIA will look at Jan Hawley's bling of Mugs/ bags and also offer Seaforth BIA gift certificates.

Motion made by Randy Nixon, seconded by George Hatjoulis to donate two \$20 Seaforth BIA gift certificates to the Huron County Passport event. Carried.

(7.2) Council Presentation of BIA in 2020 will be done when council is open to public and not On Zoom. This will probably not be till July.

(8.0) Correspondence- the BIA will ask Barry Mills what information is being sent to businesses On Highway 8 re: road construction. We would like to be able to keep the businesses And their clients well informed.

(9.0) Next Meeting:
June 7th, 2021at 5:30 pm. Or call of Chair

(10.0) Adjournment
Moved by Bob Fisher, seconded by Kelly Miller to adjourn meeting at 7:17 pm.