

**Minutes**  
**Seaforth Business Improvement Area Meeting**  
**Monday, May 4, 2020 7:00 pm**  
**By Zoom (electronic meeting) due to Covid-19**

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**Present:**

Directors: Maureen Agar, Tracey McKee, Councilor Bob Fisher, Shelley McMillan, Randy Nixon, Shannon Craig, Kelly Miller  
Municipal Staff: Jan Hawley, Economic Development Officer  
Guests: Jennifer Bennett-Maplewood Manor  
**Regrets:** Brenda Campbell

Chair Tracey McKee called the meeting to order at 7:00 p.m. and thanked everyone for coming. She welcomed our guest.

**1.0 Agenda of March 4th, 2020 was adopted on a motion by Randy Nixon, seconded by Shelley McMillan. Carried**

**2.0 Deputations: none**

**3.0 Minutes of March 9, 2020  
Moved by Shannon Craig, seconded by Bob Fisher to accept minutes of March 9th, 2020. Carried.**

**4.0 Business Arising from Minutes:**

**4.1) Construction Update: EDO** Jan Hawley brought every one up to date about how well the construction is going. They are presently working on Phase 3 and 4, and should be well into Phase 5 by late June or early July. Having these phases done first is a boon to the BIA and hopefully the weather continues to co-operate and construction gets finished earlier. Businesses are being warned when there is water disruption and hopefully this helps things run smoother. Paving will be starting soon on Jarvis Street, by the rail tracks, and the Town Hall parking lot. There will be electric ports stations preliminary started for future plug ins. EDO Hawley is asking everyone to contact Town Hall or herself with any questions or problems rather than listen to rumors.

**(4.2) Back Alley Beautification:** EDO Jan Hawley is working with Dr. Chris Cooper on the beautification plan, with murals, doors, windows and etc. for the back alleys. Hawley has received many sponsorships from local businesses and there is much hope that by cleaning up the back alleys it will help businesses have clients access their back doors and also eliminate loitering, drug deals, garbage dumping etc. and thereby making our back alleys a part of our beautiful historic downtown.

**(4.3) AdHoc Advertising Committee Report:** The Advertising Committee discussed has instigated the Advertising plan for construction and it also works well to support businesses during Covid-19.

- Postcards with 'Shop to Win' Diggin' Main Contest information have been mailed out to over 7000 homes/residents.
- Advertisements have started on CKNX and 104.9 will be starting soon and they will continue during construction
- Stops Along the Way has eliminated their spring publication but will publishing a summer and winter booklet where are advertisement will be.
- BIA will supplement Municipal road signage and signs are being worked on
- Secretary Maureen, her husband and son set up the Shop Seaforth mailbox (for the Shop to Win entries) at the Information Centre and tried to make it a little more attractive. A large poster with instructions is also present to help people understand the rules.

- Chair Tracey wondered if there was a way to make a list for people to know who is open, how to purchase items (phone, on-line), and their hours during Covid-19. This will be looked into to see what would or might work.

**(4.4) AdHoc Events Committee:** Chair Tracey Sills will continue to work with her committee. Until Covid-19 restrictions have been lifted everyone is being cognizant of what the rules are and what events can happen.

**5.0 New Business**

**(5.1)** Secretary Maureen asked BIA directors their thoughts on protocol on passing information on to BIA members. She is receiving copious amounts of information, with the request to pass it on, but worried that it would dilute messages that the BIA needs to be seen by its members. Everyone agreed that we need to keep the amount of information to a minimum.

**6.0 Unfinished Business –**

**(6.1)** A discussion was held on Christmas decorations and most of the BIA directors realize that it is very difficult to know what new decorations to purchase until we have a better grasp on how the 'downtown makeover' will look. The cost of some decorations is very expensive and some directors wondered if there are simpler ways of making the downtown look festive. It was a hope that the members attending the OBIAA conference scheduled in April would be able to get some ideas to present to the directors but since the conference was cancelled until September it delayed this plan.

**7.0 Correspondence-**

**(7.1)** see discussion under New Business

Next Meeting: **(at call of Chair.)**

Meeting was adjourned at 8:15 pm on a motion by Shelly McMillan.

Chair.....

Secretary.....