

**Minutes**  
**Seaforth Business Improvement Area Meeting**  
**Wednesday, May 8th, 2019 at 12:30 pm**  
**At Town Hall**

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**Present:**

Directors: Maureen Agar, Shelley Lindner, Shannon Craig, Tracey McKee, Kaleda Connell

Municipal Staff: Jan Hawley, Economic Development Officer,

Guests: Monique Baan

Regrets: Brenda Campbell, Council Rep. Bob Fisher, Shelley MacMillan

Chair Tracey McKee called the meeting to order at 12:30 p.m. and thanked everyone for coming. She welcomed Nancy and John Craig who are developing the Huron County Tourism Co-operative website.

**1.0 Revised Agenda to include -'Downtown events for 2019-2020 in new business' was adopted on a motion by Maureen Agar, seconded by Shannon Craig. Carried.**

**2.0 Deputation:** Nancy Craig and John Welter founders of the Huron County Tourism Cooperative presented to the Seaforth BIA directors their vision of a website encompassing over 6000 Huron County businesses (including 44% retail, accommodations, events, etc). This website would be a one stop 'shopping' site for anyone interested in what Huron County has to offer. The website [www.huroncountytourismcooperative.ca](http://www.huroncountytourismcooperative.ca) is up and running - even as they continue to expand on interested businesses. They are hoping to partner with Grand Bend in the future. They asked if the Seaforth BIA could send out information to their members about this very interesting site.

**3.0 Minutes of April 10<sup>th</sup>, 2019**

**Moved by Shelley Lindner, seconded by Shannon Craig to accept minutes. Carried.**

**4.0 Business Arising from Minutes:**

(4.1) EDO Jan Hawley will send the presentation and findings of the University of Guelph students and we will discuss at the June meeting.

2.0(4.2) Director Brenda Campbell was absent and will forward information about the Seaforth BIA Summerfest for next meeting.

2.0(4.3) The Ad Hoc committee decided searched for ideas re: furnishings/banners/brackets and decorations and will bring these ideas back to the full committee next meeting. A preliminary costing for these articles was prepared.

(4.4) Secretary Maureen Agar asked to have a 4' x 8' board titled "Memories on Main" made up and ready for Summerfest to encourage people to write down their favourite memories of the past 50 years of exciting and fun events on Main Street. Information from the Municipality will be available at that time to help everyone become aware of the construction that will be happening on Main Street in 2020. Director Kaleda Connell will help have a 'Memory Board' put on the internet to garner as much exciting memories as we can.

## **5.0 New Business**

(5.1) It was suggested an Ad Hoc Events committee be formed to prepare for events, promotions etc for the time of construction on Main Street. We want everyone to have fun and support our merchants during this time. All Directors will think of ideas for the June meeting. We would like to engage all BIA members, so will work on a survey and ask for their ideas, needs, etc.

## **6.0 Unfinished Business –**

(6.1) EDO Jan Hawley sent an information letter out last week that was sent to all BIA members. There was no new information as of this meeting.

## **7.0 Correspondence-**

- EDO Jan Hawley, Secretary Maureen Agar, Councillor Bob Fisher attended a meeting with Huron County about 8 Municipalities joining together to apply for the Digital Main Street 'Geek Squad' funding. After much discussion the Seaforth BIA felt that along with the rest of the Municipality it was more to our benefit to apply on our own. We feel that we would have more control if we are able to secure the funding.

**Moved by Shelley Lindner, seconded by Shannon Craig to apply for the Digital Main Street funding. Carried.**

Next Meeting – will be on **Wednesday, June 12th, 2019 at 12:30 p.m. (or at call of Chair.)**

Meeting was adjourned at 1:45 pm on a motion by Shannon Craig.