



Minutes of the Seaforth BIA Meeting  
Annual General Meeting  
Wednesday, February 11, 2015  
Maplewood Manor 13 Church Street, Seaforth ON

Present: Chair Carolanne Doig, Directors Shelly McMillan, Brenda Campbell, Melody Hodgson, Councillor Bob Fisher

Staff: Economic Development Officer Jan Hawley

Guests: Betty Small, Tara Finnigan, Cara Wicke

Regrets: Kim Blok, Maureen Agar, Herb McGowan

The meeting was called to order at 7:05 p.m.

1. Chair Doig welcomed the members and guests to the meeting and thanked them for coming out. She also highlighted some of the things accomplished during 2014 such as the Shunpiker Tour, the successful Smart Money Campaign, the enthusiasm for the TD Canada Trust sponsored Summerfest, and in particular the excellent input and support received from our new 2014-2015 board members.
2. The Minutes of the January 14<sup>th</sup>, 2015 meeting were adopted as presented on a motion by Melody Hodgson seconded by Brenda Campbell – Motion carried.
3. Business Arising from Minutes:
  - 3.1 **Removal & Storage of Christmas Decorations:** Carolanne Doig reported that everything was ready for storage and that she and Maureen Agar would finish organizing the decorations in the Tourist Booth as soon as the weather was warmer. Two bins had been picked up from the Food Bank to store the odds and ends in. It was noted that most businesses had taken down their outside decorations so the street was looking bare, but neat. Brenda Campbell said that she was prepared to visit Blooms 'n Rooms and Flower Magic to determine what type of bow material might be available for next year's campaign.
  - 3.2 **Summerfest 2015:** Chair Doig advised that there had been a photo op and subsequent feature in the last edition of the Seaforth Expositor. The photo was organized by Jason Baird, Branch Manager of the

Seaforth TD Canada Trust, who is hoping to get everyone excited about the 2015 Summerfest scheduled for July 17<sup>th</sup>. All systems are a go and Barb Horne from the Seaforth branch is adding food vendors and activities as the event approaches. More info will be made available as time goes on and in addition, information will be sent to the schools and day care before school is out for the summer.

- 3.3 **Lighting – LED Update:** EDO Hawley reported that a meeting had been held with the light supplier and that both Maureen Agar and Bob Fisher had approached the Huron East/Seaforth Community Development Trust about helping finance this lighting project. Discussion had also taken place with Municipal Treasurer Paula Michaels and it was duly noted that with the carryover from previous budgets and with help from the Trust this major initiative could be successful. The EDO reported that the Trust had agreed to donate \$10,000.00 to the lighting project and then lend an additional \$10,000.00 to the BIA with payback scheduled over four years beginning in 2016. EDO Hawley thanked Councillor Fisher for his support of this project when it was presented to the Trust.
- 3.4 **Win this Space:** EDO Hawley welcomed and acknowledged our two guests, Tara and Cara, whom were both interested in the “Win This Space” contest. The EDO explained how the process would work and advised them that more communication and information about the program would be following very soon (scheduled for March)
- 3.5 **Website Maintenance:** Chair Doig reported she had been in touch with Phil Duncan at Artech. Artech has been managing our website for several years, but in 2014 things were not being updated in a timely fashion. Staffing problems have resulted in Mr. Duncan suggesting that he hand over the information about how to manage the site to the BIA and that the BIA should find someone else to edit and manage the site. As per our previous minutes, EDO had already contacted Chris Lee to find out if he could do the job, but because of the high tech aspects of the Shop Seaforth website Mr. Lee did not want to take it on. EDO Hawley advised that the municipality has a company that might be able to do it and Brenda Campbell suggested contacting Debbie Brown, who helps with real estate promotion. Emphasis was made that this issue needs to be resolved soon so that our website is current.

#### **4.0 Unfinished Business:**

- 4.1 **Smart Money Video Changes:** Brenda Campbell reported that the changes to the video will be ready for the next launch on Mothers’ Day. A link will be embedded into the website to encourage people to view the video.

- 4.2 **Seaforth \$mart Money:** The \$mart Money program would be discussed further when the budget is reviewed as it has been proposed that the currency be reduced to \$30,000.00 – details such as colour, etc. will be deferred to our new board.
- 4.3 **Welcome Bags:** Director Melody Hodgson advised that the subcommittee would have more information for us at our next meeting after reviewing information received from Barb Dalrymple, who has records of previous welcome bag programs. Director Brenda Campbell had not had a chance to visit the businesses personally to find out what they might contribute to the contents, but felt a “coupon book” might be a good idea. The subcommittee will give an update at the next meeting.
- 4.4 **Rain Barrel Funding Update:** Herb McGowan was not in attendance and no report was given.

## **5.0 Correspondence:**

- 5.1 Chair Doig read an email from Herb McGowan stating his intention to resign from the board, and not have his name considered for re-election; however, he did express a willingness to help on future projects if able. Chair Doig reported that she had sent a return email accepting Mr. McGowan’s resignation with regrets. There was also correspondence from Patty Mann, Marketing Representative from Festival Hydro requesting an opportunity to set up a booth at special events hosted by the Seaforth Community, including the BIA to showcase different cost saving programs her company has to offer. The Souper Saturday event, the Huron Manufacturing Trade Show and the Seaforth Fall Fair were suggested as possible venues, if space was available to accommodate space for the booth. At this time Councillor Fisher reported that he had spoken to the Seaforth Co-operative Nursery School and they were too busy to organize the Easter program. Guest Betty Small reminded Councillor Fisher that it was the Optimist Club, not the nursery, who had organized the 2014 event and believed the club would be involved again for 2015. Councillor Fisher said he’d speak with the Optimist Club. The Hospital is producing a booklet for visitors and requires a list of local businesses in the next few weeks.

**6.0 New Business:** No new business was brought up.

## **7.0 Other Business:**

- 7.1 **Resignation of past Officers took place.** Chair Doig, Shelley McMillan both resigned as well as Maureen Agar resigned by proxy as she was absent. Some discussion was held about the possible changes to the roll-over from one position to another on the board, but this was left for future discussion. It was necessary to elect a new board so that we

could get on with the business of approving the budget. Councillor Fisher oversaw the election process and Carolanne Doig, Betty Small, and Shelley McMillan were nominated to stand as directors on the board for the next term. All were accepted as new directors for the 2015-2016 term. A motion by Brenda Campbell was made to nominate Melody Hodgson for Chair seconded by Shelley McMillan. Melody agreed to stand and since there were no others nominated, the motion was carried. Director Doig offered to act as secretary and continue to take minutes. There was some discussion about whether or not a nomination could be made if the person being nominated was not in attendance. Councillor Fisher said this was not done and therefore the addition of more officers would have to be made at a later date. Chair Hodgson took over the meeting at that point.

7.2 **Presentation and Adoption of 2015 Budget:** Since the budget had been reviewed at the previous meeting and since the total amount of the budget would remain the same the main items of discussion were: A) Changing the amount of Smart Money for 2015 to \$30,000.00 instead of \$60,000.00 and using the \$3,000.00 saving to help finance a part time helper for the BIA. B) The payment plan for the Main Street lighting project, including use of our reserves, use of the Huron East/Seaforth Community Development Trust donation, and repayment of the Trust loan which Treasurer Paula Michaels has set up as a debenture was clarified. There were not a lot of questions about the budget as most of it had been discussed at the January meeting. Carolanne Doig made a motion to adopt the 2015 budget as presented. This was seconded by Brenda Campbell. The motion was carried with all in favour except Councillor Fisher.

7.3 Director Shelley McMillian advised the committee that she had organized and reviewed the purchase patterns of those who entered the Christmas promo and this information is available if anyone is interested. Director McMillian was able to tell the committee how many sales were made and where. She felt this program could only get better.

**8.0 Next meeting** – The next meeting is scheduled for 6:30 pm at the municipal building on Wednesday, March 11, 2015. (Brenda Campbell bringing supper)

**9.0 Adjournment** – meeting was adjourned at 8:45 pm on a motion by Carolanne Doig

Signed: \_\_\_\_\_

Seaforth BIA Chair

Signed: \_\_\_\_\_

Seaforth BIA Secretary