

Minutes
Seaforth Business Improvement at Town Hall
Wednesday, November 10th, 2021 5:30 pm

Present:

Directors: Maureen Agar, Deputy Mayor Bob Fisher, Shelly Stanley, George Hatjoulis, Kelly Miller, Bevin Witmer

Municipal Staff:

Guests:

Regrets: Laurie Guichelaar, Randy Nixon, Shannon Craig

1.0 Welcome everyone by Chair Shelly.

2.0 Adopt Revised Agenda: (addition of Flag quotes for Goderich Street)
Bob Fisher moved to accept revised agenda of November 10th, 2021, seconded by Kelly Miller. Carried.

3.0 Deputations:
None

4.0 Minutes of October 6th, 2021
Moved by Kelly Miller, seconded by Bevin Witmer to accept minutes of October 6th, 2021. Carried.

5.0 Declaration of Conflict of Interest: none

6.0 Business Arising from Minutes:

(6.1) Bike Racks: Nothing new to report

(6.2) Audio System: Kelly Miller has taken control of the audio system and has the computer so she can download play lists from Spotify to be played during special occasions. It is a learning experience as Kelly and Maureen found out the system needs to be reset if the power goes out and how loud the music needs to be played is a trial and error progress. Maureen will pay for the monthly Spotify account and send in her invoice to the BIA. This week, Remembrance Day week, we have been playing 1940's music! Christmas music will start soon.

(6.3) Ad Hoc Committes:

Advertising:

- Shannon Craig and Maureen Agar worked on a Remembrance Day ad for CKNX and 104.9 for the week of November 11th. Christmas ads will run in CKNX, 104.9, 90.5 Exeter MyFM, and the Citizen. Lots of advertising going on as well as Facebook and Instagram.

Events:

- Shop to Win going well. One more regular draw December 5th and Grand Prize draw December 31st. Maureen will contact last year's winner Joe Anstett to see if he would come draw the Grand Prize.
- BIA members had some wonderful displays for Remembrance Day.
- Maureen and volunteers worked on the Christmas decorations and have them ready to be set out. Trees and lanterns are cleaned up and lights all working.

Strategic Plan:

- The Strategic Committee will look to the next months to work on the 2021-2026 plan.

Christmas/BIA:

- Secretary Maureen reported Shop to Win draws going over well.
- Christmas decorations are all ready to set up following Remembrance Day. The Orbs and greenery will be up for the parade.
- Secretary Maureen spoke to Kendra about the BIA members Christmas Decorations and bows and greenery are in and available now...with the \$30 stipend by the BIA to support businesses.
- BIA members will be advised that Christmas window decorations will follow a theme of 'We need a little Christmas' with a draw for People's Choice for favourite window. Entry ballots can be entered at Town Hall or 'Gifts of Arts and Foodies'. The winning BIA member window will receive \$100 in Seaforth BIA Gift Certificates and a random draw of people voting for the Winner will receive \$100 in gift certificates!

(6.4) Facebook Posts: Lots of likes on shares to Facebook and Instagram posts. Seaforth Christmas 'Shop home' will be up soon. Kelly Miller will add music to the presentation.

(6.5) Council Presentation of BIA for 2020/2021 went well.

7.0 New Business

(7.1) Murals- next year

(7.2) West Alley idea of using old 'Imagine' murals was acted on. A quote by schools to make frames will be requested so that they can be installed next year. The back alley needs cleaning up and this needs to be done so murals will enhance the area. Waiting to hear from CHSS on if this will be possible.

(7.3) Canadian banner flags will be purchased for Goderich Street. A long discussion was held on number of flags and placement. The BIA would like to see some flags to the north of Goderich Street and to the south of the railway tracks. BIA members will do a count to see how many, where etc would work. Once the number is established a final quote will be requested and discussion with our partner the Municipality will be held.

(7.4) Chair Shelly has containers that will work very well for greenery in the downtown of Seaforth And has access to about 40. A quote from Silver Creek Landscaping will be Requested re: storage of cedar bushes each winter and placing them out each Spring. Discussion on this idea will be held following the quote.

8.0 Unfinished Business- banners for Main Street a work in progress

9.0 Correspondence-

(9.1) Thank you note was received from CHSS thanking the BIA for their scholarship of \$100 that was won by Carrson Hawes-Vance.

10.0

Next Meeting: Call of Chair

11.0 Adjournment

Moved by Bob Fisher, seconded by Maureen Agar to adjourn meeting at 7:10 pm.