

Minutes
Seaforth Business Improvement Area Meeting
Tuesday, October 13, 2020 5:45 pm
At Town Hall following Covid-19 guidelines

Present:

Directors: Maureen Agar, Tracey McKee, Councilor Bob Fisher, Shelley (McMillan) Stanley, Randy Nixon,
Municipal Staff: Jan Hawley, Economic Development Officer
Guests:
Regrets: Brenda Campbell, Kelly Miller

Chair Tracey McKee called the meeting to order at 5:45 p.m. and thanked everyone for attending.

1. Agenda of October 13th, 2020 was adopted on a motion by Shelly (McMillan) Stanley, seconded by Shannon Craig. Carried.

2.0 Deputations: none

**3.0 Minutes of August 17th Zoom meeting, 2020
Moved by Bob Fisher, seconded by Randy Nixon to accept minutes of August 17th, 2020.
Carried.**

4.0 Business Arising from Minutes:

(4.1) Construction Update: EDO Jan Hawley and Councilor Bob Fisher are pleased with construction and timelines to be finished. The sidewalks are being installed the next couple of weeks (weather permitting). The sidewalk will be laid in three sections with the first section be the special concrete that will sit against the historic foundations and protect them. Ramps will be put at doors so that people will be able to get over the newly laid sidewalks. EDO Jan Hawley will try to make sure she connects with businesses and owners so they are aware when their section of sidewalks will be installed. Everyone is very pleased with the communications with merchants and shoppers and very few complaints.

(4.2) Road Opening: EDO Jan Hawley said that it will be late October for the opening of the street.

(4.3) AdHoc Advertising Committee Report: The Advertising Committee reported that all the advertising had gone well and everything was within budget.

- Twenty-two draws have been made and winners have been totally thrilled. There has been over 140 entries each week! We are over 2900 entries and a new larger bin has to be used.
- Advertisements will be revised for CKNX to start after Remembrance Day. Secretary Maureen asked director Shannon to write up some possible advertisements to reflect on the opening of the road and that the merchants are excited to see Christmas shoppers!
- Stops Along the Way Fall addition is out with the 'Shop to Win' ad and is being well received.
- Bags for the 'Shop to Win' winners were purchased as the last black bags we had are all gone. We ordered 24 more.
- Lots of likes and shares on Facebook when winners of 'Shop to Win' are announced.
- Director Shelly and Maureen will be working on Christmas advertising, along with Director Shannon.
- Letter has been sent to BIA members about NEW bows for Christmas and the theme for window decorating of 'I'll be home for Christmas'.

(4.4) Ad Hoc Events Committee:

- Chair Tracey and committee will be conducting a 'decorated surgical/material mask' contest on October 30 & 31. Also they are asking people to post their carved pumpkin pictures on our Shop Seaforth facebook page. BIA gift certificates will be prizes!
- The Event committee are looking at contests for the Christmas season and will report next month on such.
- Chair Tracey will be sending out a letter to BIA members encouraging them to decorate for Remembrance Day to honour our vets. This is an important year to do this as no one is sure if their will be services held at the Cenotaph.

(4.5) Christmas Event:

- Painting of Washroom building has been done and Municipality is making sure the area in front of building will be in good shape for decorating for Christmas.
- Deb Anderson and Director Maureen have been cleaning up the Christmas decorations (painting of sleigh,, sorting decorations etc) as the fall continues.
- It was decided to hold another 'Christmas Window Contest' and letter was sent.
- Bows and garland will again be purchased for the merchants for Christmas with maximum of \$50.00 offered towards purchase.

(4.6) Secretary Maureen has sent our information to schools, churches, committees about the time capsule that she is gathering memorabilia for. She is hoping to collect all the stuff by January or February 2021.

5.0 New Business

(5.1) EDO Jan Hawley announced that a 'Red Carpet' event for the screening of the new 'Out My Back Door' video will be October 29th, at 7 pm. Invitations will be sent with instructions on how to view the video.

(5.2) Edo Jan Hawley was excited to tell everyone about the progress of the mural on Holman's building. The colours of the mural are spectacular and the final product will be beautiful.

6.0 Unfinished Business -

(6.1) none

7.0 Correspondence- none

Next Meeting: **November 10th, 2020 at 5:45 pm Town Hall Council Chambers**

Meeting was adjourned at 6:35 pm on a motion by Bob Fisher.

Chair.....

Secretary.....

