

Minutes
Seaforth Business Improvement Area Meeting
Wednesday, September 11th, 2019 at 12:30 pm
At Town Hall

Present:

Directors: Maureen Agar, Shannon Craig, Tracey McKee, Councillor Bob Fisher
Municipal Staff: Jan Hawley, Economic Development Officer
Guests: Monique Baan
Regrets: Shelley Lindner, Kaleda Connell, Shelley MacMillan, Brenda Campbell

Chair Tracey McKee called the meeting to order at 12:30 p.m. and thanked everyone for coming.

1.0 Agenda was adopted on a motion by Maureen Agar, seconded by Shannon Craig. Carried.

2.0 Deputation: none

3.0 Minutes of June 12th, 2019

Moved by Bob Fisher seconded by Shannon Craig to accept minutes. Carried.

4.0 Business Arising from Minutes:

(4.1) **Construction on Main Street..** the first public meeting was held and the attendance was lower than expected. The work on Main still has to be tendered and many decisions need to be made by Council.

(4.2) Director Brenda Campbell report on Summerfest deferred till next meeting.

(4.3) Christmas in Seaforth....will be similar to last year with contest and advertising the same. We are looking at different advertising venues and agree that the poster mailed out were an excellent way to get information out. It was suggested to see if we could send the poster with Municipal information and Treasurer Paula will be asked. Council Bob Fisher suggested an idea for promoting shopping in Seaforth during 2020 construction...starting to hand out Construction Bucks from November to December that will be used from May to September 2020. This will be discussed, as other promotions at October meeting.

(4.4) Discussion of flowers for Main Street deferred to October meeting.

(4.5) Edo Jan Hawley and Maureen Agar sent in the application to Digital Main Streets and were asked to provide additional information and then will be contacted.

(4.6) The final payment for the loan for decorative Heritage lights will be sent to the Huron East/Seaforth Community Trust.

5.0 New Business

(5.1) It was decided that we will get better mileage with our tagline for construction 'Diggin Main' rather than spend money on a logo...however we will look into creating a catchy picture to use. EDO Jan Hawley offered a share of ad space in 'Stops along the Way' for Christmas and other promotions.

Motion made by Tracey McKee, seconded by Maureen Agar to pay \$360 for a share in the 'Stops along the Way' ad with EDO Jan Hawley. Carried.

5.2) On October 6th and 7th there will be excitement in downtown Seaforth as a promotional music video will be created with the music to 'Downtown' by Petula Clark using new words. The acoustics will be done on October 6th and the flash mob style video part will be on October 7th.

Motion made by Shannon Craig, seconded by Tracey McKee to support the video with \$1000.00. Carried.

6.0 Unfinished Business –

(6.1) EDO Jan Hawley spoke about different promotion ideas and advertising ideas for 'Diggin Main' in 2020. Jan has gathered doors which will be painted by volunteers to attract people to the back alleys to park and enter into the stores that have back door entrances. Walls will be painted to prepare for murals pertaining to parking and shopping in Seaforth. Window murals will be created to emulate scenes of what is happening in the stores. Better parking signs were discussed ...rather than just having a 'P'.

(6.2) EDO Jan Hawley and Maureen Agar worked on grant form for \$34000.00 on Monday for new light standards for Main Street. This grant would help pay for the new standards. The exact light standard has not been chosen yet but the two that were within our budget amounts were chosen as possible standards.

7.0 Correspondence- The BIA received a Thank you card from Alexi Riley (winner of Seaforth BIA scholarship of \$100.00). The Seaforth Legion sent information about their 90th anniversary and when more complete info comes in it will be sent to all BIA members.

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Next Meeting – will be on **Wednesday, October 9th, 2019 at 12:30 p.m. (or at call of Chair.)**

Meeting was adjourned at 1:32 pm on a motion by Bob Fisher.