

Minutes of the Seaforth BIA Meeting

Wednesday, May 11th, 2016

Huron East Council Chambers Seaforth Town Hall

Present: Chair Melody Hodgson, Secretary Carolanne Doig,

Directors: Maureen Agar, Shelly McMillan, Brenda Campbell, Shannon Craig,
and Council Representative Bob Fisher

Supporters: Shelley Linder from CIBC

Staff: Jan Hawley, EDO – Municipal Liaison

Guests: Councillor Brenda Dalton, Municipal Staff Cathy Garrick, and Neil Tam from the
Huron East Heritage Committee

Barb Horne from TD Canada Trust Bank.

Regrets: Kim Blok, Betty Small

The BIA board met at 6 p.m. and enjoyed a delicious supper before the meeting was called to order at 6:28 p.m.

1. Chair Melody Hodgson welcomed the board along with our guests.
2. Minutes of the April 13th meeting were approved as presented on a motion by Maureen Agar, and 2nd by Brenda Campbell – *Motion carried.*

3. Presentation by members of Huron East Heritage Committee:

- i. There was much discussion lasting over an hour as the Heritage Committee members and the BIA board members reviewed the various aspects of having our Main Street designated as a Heritage Conservation District. The positives and negatives, the misconceptions, and other issues were all taken into consideration with input from everyone around the table. The general consensus was that the Seaforth Main Street benefits from its designation and the merchants and the community at large also benefit from our beautiful, historic Main Street. Chair Hodgins suggested that as we work on the future of our Strategic Plan our BIA board and members will certainly take into consideration the requirements of heritage compliance.

Some things to consider were:

- a. Creating an inventory of suppliers & tradespeople, who are familiar with the requirements of heritage restoration.
 - b. Creating some form of communication and/or event that would introduce merchants, real estate agents, building owners, and the general public to the benefits of heritage designation.
 - c. Creating a simple point-by-point process for applying for alterations to heritage buildings and tax rebates for heritage restoration.
- ii. Before the Heritage Committee guests departed Neil Tam advised the BIA Board that as part of the Huron East/Seaforth Community Development Trust, he was looking into the possible improvement of the Main Street audio system.
- a. The speakers are being assessed.
 - b. The control center will be moved from Sills Home Hardware to the Post Office building.
 - c. There could be possible audio ads promoting events etc. on Main Street.
 - d. There could be “pocket times” for music selections etc.

This is a work in progress at this time.

- iii. Barb Horne from the TD Canada Trust Bank was welcomed, after which she brought the board up to date on plans for the Summerfest event coming up July 15th, 2016.
- a. The budget has been used up to book the various rides etc.
 - b. It is all organized and good to go with just some groups still working out how they will take part.
 - c. Discussion about how best to advertise the Summerfest and the Paw Patrol took place and it was agreed that the Paw Patrol would be advertised as a part of the Summerfest that will require a ticket in advance, but that the posters would indicate clearly that other events were FREE of charge.

4. Strategic Planning Session:

- i. Since the first part of our meeting had taken considerably longer than planned, Chair Hodgins asked Secretary Doig to take the board through the current Strategic Plan and outline where it is to date;
 - a. Visitors' Center needs to be dealt with in 2016, and it was agreed that 2016 would be the last year to leave it in its current place and form.
 - b. It was not manned in 2015, and essentially was “self serve” so it was difficult to determine how much use it received.
 - c. The center, as it is now, was set up in 2008 so after 8 years we all agreed that it looked tired and a change was needed.

- d. For 2016 there will be a minor spruce up as we have no budget for the site and EDO Hawley advised that it will be “manned” for the first several weeks of the summer at least and possibly longer.
 - e. The installation and cost of the motion lights was discussed because of the payment issue of the approximately \$500.00 bill and Secretary Doig pointed out that Councillor Fisher had indicated at our April meeting that the cost of these lights would be covered under the municipality’s maintenance budget. Councillor Fisher is looking into this so it will not affect the BIA, nor the Economic Development budget.
 - f. During 2016 and the winter of 2017 serious consideration to move the information center to the Town Hall will be given.
 - g. 2016 will be the last year that we budget to pay the tax bill for the owner of this property.
- ii. Maureen Agar presented ideas about large flower boxes for the Main Street.
 - a. The current wooden boxes are just about done.
 - b. Rebuilding the boxes in a similar manner would be about \$70.00/box and with 20 of them this would be about \$1,400.00
 - c. Councillor Fisher asked if Director Agar had spoken to the Seaforth Horticultural Society. Director Agar pointed out that the Horticultural Society provides the plants, not the boxes.
 - d. It was agreed that the current boxes be used this summer, but the board would have to make plans over the winter for 2017 improvements.
- iii. The Board agreed that we continue to work on building partnerships, working with various organizations and companies to make sure our Strategic Plan and other things we work on in the BIA are positively received and successful. The need to develop a list of potential partners was recognized – Heritage Committee, Development Trust, OMAFRA , TD Bank, CIBC etc. and various agri-businesses etc.
- iv. A package welcoming new business people to the BIA was suggested.
- v. The Buy Weekly promotion was recognized as worthy of pursuing.
- vi. The Wine & Cheese social could be “freshened up” – change the time of year, the format, and the venue.
- vii. Continue to present annual awards in various categories.
- viii. A potential movie night at Victoria Park was suggested – this would utilize the projector, highlight the park as a great venue, and there could be a BIA pre-movie commercial.
- ix. Secretary Doig suggested we consider making Gouinlock Street a convertible street that could be used for events. She also suggested that we consider making Main Street and Area an ageless area suitable for young and old to enjoy.
- x. Shelley Linder, Manager of CIBC Seaforth asked if we had considered the future of Smart Money with digital banking coming on strong. Where will we be in 10 years? Brenda Campbell suggested we will probably have a Smart Money swipe card that would still serve the same purpose.

- xi. The need for recyclable receptacles in more prominent and convenient locations was suggested by Director Shelley McMillan.
- xii. A community calendar / information sign on the Main Street was suggested.
- xiii. Electric car chargers and changes to parking were also brought up. It was suggested to contact communities where the chargers have been installed, and inquire how much they are used. (ie. Goderich, Wingham, Walton - McGavin's Farm Equipment)

Secretary Doig will work with EDO Hawley to update the Strategic Plan template for future review and attention.

Other Business:

Councillor Fisher advised of the following;

1. Scott Saunders from Rollin' Roaster was concerned about Hillsvie Farms tent blocking view of his business – Chair Hodgson and Brenda Campbell will go and speak with both parties.
2. Road painting will be done very soon and parallel parking on the north section of the east side of Main Street South is being considered. It was suggested that a meeting be set-up with Barry Mills, sooner rather than later, to discuss how merchants feel about losing spaces, as proposed.
3. A sign on Main Street promoting events such as the Fish Derby was suggested by Fisher.
4. It was pointed out by Councillor Fisher that there had been a complaint that someone had purchased Seaforth \$mart Money on behalf of family members, and this is no longer allowed. The enforcement of the \$300.00 limit/purchaser may need some teeth.
5. Adjournment: The meeting was adjourned at 9:20 pm on a motion by Shelley McMillan

Next meeting date is Wednesday, June 8th, 2016 7:00 pm at Town Hall.