

**Minutes**  
**Seaforth Business Improvement Area Meeting**  
**Monday, April 12th, 2021 6:00 pm**  
**By Zoom**

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**Present:**

Directors: Maureen Agar, Kelly Miller, Councilor Bob Fisher, Shelly Stanley, Laurie Guichelaar, Bevin Witmer, George Hatjoulis, Shannon Craig  
Municipal Staff:  
Guests: Mark Pinder – Balaklava Audio  
Regrets: Randy Nixon

**1.0 Welcome everyone by Chair Shelly. A minute silence was held for Jan Hawley who passed away March 16, 2021**

**2.0 Adopt Agenda:  
Laurie moved to accept agenda of April 12th, 2021, seconded by Bob Fisher. Carried.**

**3.0 Deputations: Mark Pinder of Balaklava Audio**

Mr. Pinder spoke to the directors about Balaklava Audio's plan for a sound system on Main Street for the Seaforth BIA. He had sent a proposal for the work of installing eight speakers along the east side of Main Street that would be connected to a secure VPN system located in Town Hall. The system would be secure and internal passwords would be in place allowing a remote computer to run the system. This would allow for music to be playing whenever the BIA wanted music. The system would also allow for advertising and also connecting to local radio stations. There could also be a programmable timer on the system so that it would play when the BIA set times. This type of audio system has been installed by Balaklava Audio in other communities such as Palmerston and Harriston. The original proposal was for eight speakers (two to a pole) starting from Market Street to Goderich Street. The directors felt that an extra two speakers should be placed farther south near the Library also. With ten speakers the BIA Main Street area would be well covered. The work to place the audio system in Seaforth is estimated to take three days. Attached is the original proposal and revised proposal. Mr. Pinder was thanked by Chair Shelly for his information.

**4.0 Minutes of March 1, 2021  
Moved by Kelly Miller, seconded by Bob Fisher to accept minutes of March 1st, 2021. Carried.**

**5.0 Declaration of Pecuniary or Conflict of Interest: none**

**6.0 Business Arising from Minutes:**

**(6.1) Bike Racks:** The three bike racks have been built and are awaiting painting (yellow) A discussion was held on where to place the three bike racks and three ideas are: Library, TD/Post Office area, and the third one on John Street by the McLaughlin building. Secretary Maureen had spoken with Randy Nixon and Artech about plaques to be placed on each bike rack thanking Orr Insurance & Investments for their generous sponsorship. Jim Wallace will prepare a plate to attach the plaques to the racks when done.



**(6.2) Audio System:** After discussing the presentation from Mark Pinder of Balaklava Audio the Seaforth BIA decided that they would like to have ten speakers installed right away that would encompass all of the Main Street area. Mr. Pinder will be notified and be asked for a revised proposal that would in ten speakers rather than the eight in the first proposal. The directors decided that they would accept the revised proposal (an estimate was given by Mr. Pinder) and the audio system would be installed. Due to the fact that the BIA had only budgeted for eight speakers and by adding two more the cost would rise approx. \$1500 that a request would be made to borrow the funds from our mural fund to be paid back in 2022 or to ask to borrow the extra funds from the Huron East/Seaforth Community Development Trust to be paid back in 2022.

**Motion made by Kelly Miller, seconded by George Hatjoulis to ask for a revised proposal from Balaklava Audio for a sound system that would include ten speakers and to request borrowed funds of \$1500 from either the Seaforth BIA mural fund or the Huron East/Seaforth Community Development Trust to be repaid in 2022. Carried.**

**On April 13<sup>th</sup>, 2021 at 11:04 am Secretary Maureen Agar e-mailed to all members of the Seaforth BIA Board of Directors the following motion that would close at April 15<sup>th</sup> at noon, including any questions. By a vote of 6 in favour and 3 absent, the motion was approved.**

**It is moved that the Seaforth BIA accepts the Balaklava Audio proposal for installing a sound system on Main Street Seaforth for \$13,225.92 -received April 13<sup>th</sup>, 2021.**

**1st: Kelly Miller** **2nd: Shannon Craig**  
**All in favour: Maureen Agar, Randy Nixon, Bevin Witmer, Shannon Craig, Kelly Miller, Laurie Guichelaar**

**(6.3) Ad Hoc Committes:**

- Shannon Craig and Laurie Guichelaar will prepare radio ads and contact CKNX and 104.9 with updates on what is happening in Seaforth with Covid and Construction. Also they will advertise the 2021 'Shop to Win' contest that will run from July 1<sup>st</sup> until December 31<sup>st</sup>.
- Kelly Miller will Advertise the 'Shop to Win' contest on social media and prepare posters and informative commercials for the Seaforth BIA.
- The Strategic Committee will look to the next months to work on the 2021-2026 plan.
- Christmas committee...nothing to report

**(6.4) Safe and Inclusive Neighbourhoods:** Lisa Harper will be asked to make a presentation on 211 at our next meeting.

## **7.0 New Business**

**(7.1)** Secretary Maureen spoke of some disturbing social media statements put on Facebook concerning Jan Hawley. The information contained many untrue statements and Maureen was able to speak to a lawyer, CAO Brad Knight, and reported the Facebook post as harassment. The post was taken down and hopefully these disturbing posts will not continue.

**(7.2)** Secretary Maureen reported that there are 12 paid Associate members on the Seaforth BIA in 2021 with two more to come.

**(7.3)** Secretary Maureen reported that she had spoken to Silver Creek Landscaping (Ryan Wilson) he would be helping to make the newly cemented BIA centre a nice parkette area with Bushes and flowers along with benches. John Hill had been contacted about the possibility Putting three flag poles in area- a Canadian, Ontario, and Municipal flag. The benches and

Bushes would be placed on the cement area in such a way to discourage skate boarding.

**(7.4)** A discussion was held on whether to put small Canadian flags on the hydro poles on Main Street on the poles with the wrap around flower baskets. It was decided to wait to see what The wraparound flower baskets would look like before a decision was made. We wanted to Make sure that it did not look too busy on the Main Street with the banners on some poles the wraparound flowers on the other poles.

**(7.5)** Councilor Bob Fisher wondered if the Shop Seaforth website could be transferred over to the Huron East website (newly done in 2020). This will be looked into. Also Councilor Bob asked about a project that was presented in early 2019 that would have PR codes placed on store windows but the project fell through.

**(8.0) Correspondence- none**

**(9.0)** Next Meeting:  
**May 3rd, 2021 at 5:30 pm. Or call of Chair**

**(10.0) Adjournment**  
**Moved by Lauie Guichelaar, seconded by Kelly Miller to adjourn meeting at 7:39 pm.**

Chair.....

Secretary.....