

Minutes of the Seaforth BIA Meeting

Wednesday, June 11, 2014

Municipal Offices (Seaforth Town Hall)

Present:

Directors: Chair Carolanne Doig, Shelly McMillan, Maureen Agar, Melody Hodgins, Brenda Campbell, Kim Blok, Councillor Bob Fisher,

Staff: EDO Jan Hawley

Guests: Councillor Allison Dekroon

Regrets: Herb McGowan

The meeting was called to order at 7p.m.

1. The Minutes of May 28th meeting were adopted as presented on a motion by Melody Hodgins, seconded by Shelly McMillan – *motion carried*.
2. Councillor Allison Dekroon made a power point presentation about a Community Accessibility Program. We learned that there are a high percentage of businesses on Main St. that are inaccessible for people with mobility issues and that a new program to implement portable ramps is being considered for our Main St. The BIA agreed to endorse the program. The BIA will email the businesses on our email list and send out the info package that Councillor Dekroon presented. (Sent to membership July 15) We will advise the businesses that Councillor Dekroon will contact them in person in the near future. EDO Hawley advised that she would also blog about the project to create awareness. (Published to Huron East Blog July 16)
3. Business Arising from Minutes:
 - a. Summerfest – Director Shelly McMillan reported that things were progressing for the Summerfest and that the Huron East Tourism department has created a poster that was being distributed. Barb Horne from Canada Trust TD had also canvassed the businesses to encourage them to participate in the event. EDO Hawley advised that her summer staff could assist in promotion of the event by emailing out the poster and also putting info on Facebook. The BIA is to send out a reminder email to the businesses on our email list. Shelly agreed that perhaps advertising on the cable channel and on the sign at UPI or similar would help. Chair Doig asked for information, which had been requested by Meridian and was advised to report back that between 500 and 750 take part,

people are all ages, they are mostly locals or from within a 10 minute drive, and that there is no real cost to participants who are members of the BIA.

- b. Streetscape Plans – Lights, Christmas Decorations. Director Maureen Agar reported that in accordance with our strategic plan things were going to be done to improve Victoria Park. The Barb Box fund of about \$5,000 is dedicated to the park and the improvements to the band-shell will use some of this money. The Legion is also planning to do some work on the cenotaph. With regards to Christmas lights and decorations, Maureen reported that there were some old items in the town hall basement and also at the Lions Park and some of these may be available for use this year. Maureen will talk to Bill Teall about this. In addition, the lighting of both Victoria Park and the Lions Park is being considered.
- c. ArtVest: - EDO Hawley reported that she and Director Agar had attended the workshop and info session, but since we are not incorporated and the amount of funding was minimal, it was not a good fit for a funding application at this time.

4. Unfinished & Ongoing Business:

- a. Welcome Boxes – Director Melody Hodgson reported that the cooler bags they were looking for were no longer available so they were still trying to determine what was best. Director Brenda Campbell had approached a Seaforth business about the sponsoring of a “grocery” bag, but the business owner was not interested. There was also some discussion about creating a coupon book similar to what Exeter has recently designed. They will continue to work on this project.
- b. Seaforth \$mart Money – Directors Brenda Campbell, Melody Hodgins & Kim Blok presented the first version of a YouTube video showing how Seaforth Smart Money can be used. The video was excellent and everyone expressed their excitement about seeing the final product in time for the next launch of the money in October. Chair Doig reported that she had picked up the money at TD and would sort it in time for our next meeting.
- c. Goderich St. East – Director Shelley McMillan reported that although nothing official was being done, there was something planned for the improvement of that area in the near future.
- d. Christmas Promotion – Status– dates booked – etc. Chair Doig expressed her concern that we needed to get things planned and underway for the Christmas season. The following was discussed and considered:
 - i. Sunday December 7 will be the Christmas Open House Wine & Cheese at Seaforth Golf Club
 - ii. We will order the same amount and types of wine as we did in 2013
(Completed: Wine ordered from Beyond the Vines August 8)

- iii. Chair Doig will notify Blooms n' Rooms and Flower Magic about the plan to use the same ribbon colours as last year and offer each BIA business the option to receive \$50.00 worth of cedar rope and ribbon to decorate their storefront in co-ordination with the Main St. plan. (A list of qualifying businesses will be prepared and given to both florists. Only Seaforth BIA members, including associate members will be eligible to participate in this program.)
 - iv. Councillor Fisher recommended that we promote the Victorian Christmas theme in keeping with our Main St. heritage and this will be communicated to our BIA members.
 - v. We will notify BIA members and Main St. businesses that we would like them to refrain from decorating until after November 11, but then it would be all systems go including advertising beginning November 12 in the local paper. We will ask all to decorate by the Christmas Parade November 26th and have things removed no later than January 15, 2015.
 - vi. The November 12 kick-off date will require an ad campaign similar to 2013 and with a similar budget. Use of the local paper, the Clinton and Brussels paper as well as cable and social media will be implemented.
 - vii. We will try to find a cutter/sleigh that people could get a "Victorian" style picture taken on. Chair Doig will reconfirm the Huron Song to sing on parade night at the info center.
 - viii. We will finalize many details at our next couple of meetings.
 - ix. EDO Hawley will work on awards etc. for the BIA Christmas party.
- e. Lions Club 90th Anniversary Celebration – Councillor Fisher reported that things were progressing and a full day of events was planned for July 1. He said they were still looking for more talent for the talent show and if anyone knew of an interested act to let Councillor Fisher or Doug Elliott know. There was also some discussion about great pictures of the park that had been taken with the use of a Drone camera.
- f. Annual Responsibilities – Chair Doig reported that she will have this ready for the annual meeting.

5. Correspondence: There was no correspondence.

6. New Business:

- a. The date of the Citizenship Award presentation was discussed as there was some interest expressed in nominating some locals. The date for the presentation is at their dinner September 11th and therefore nominations would have to be in prior to the Fall Fair.

b. EDO Hawley is working on an arts initiative that uses old doors as canvases. They will display the art downtown in store windows as well as other locations including the golf course which will be part of the 2014 Doors Open Tour on September 13-14.

7. Adjournment: The meeting was adjourned at 8:48 pm on a motion by Melody Hodgins.

Next meeting: Wednesday September 17, 2014 at 7 p.m. Town Hall