

Meeting Minutes
Seaforth Business Improvement Area Board
Wednesday, April 9, 2014 at 6:30 pm
Huron East/Seaforth Community Development Trust Boardroom

Directors present: Chair Carolanne Doig, Maureen Agar, Shelley McMillan, Melody Hodgson, Brenda Campbell, Council Rep. Bob Fisher
Staff present: Jan Hawley, Economic Development Officer.
Regrets: Kim Blok, Danielle Munro, Herb McGowan

The committee met at 6:30 pm in front of the Town Hall and conducted a walkabout up and down both sides of the Main Street from the Main corner to the library. Because of the repairs being made to the second floor of the Town Hall, the board convened in the meeting room of the Seaforth Post Office after gaining permission from Maureen Agar, Secretary/Treasurer of the Huron East/Seaforth Community Development Trust.

- 1. Minutes of the March Meeting of March 12th, 2014 were adopted as presented on a motion by Maureen Agar and seconded by Shelley McMillan.**

Carried

2. Business Arising from Minutes:

- i. Summerfest Event:** Chair Doig reported that the TD Canada Trust Grant Application would be completed and submitted within the next few days as there were some points of clarification that needed to be discussed. She also reported that the amount being requested is \$1,000.00 and the date of the event is Friday, July 18 from 5-9 p.m. Shelley McMillan reported that some of the entertainment items had been booked and that she had signed the contract on behalf of the BIA. It was suggested by the committee that the use of Social Media, Facebook, Twitter, Blogs and the Shop Seaforth website be used to promote the event. Director McMillan will continue to work with Barb Horne from TD Canada Trust Seaforth Branch on the planning of this event.
- ii. \$mart Money:** Director McMillan reported that her committee had completed the signing and stamping of the entire \$mart Money package ready for both launches. Jan Hawley reported that an email had been sent out to all businesses advising them of the May 1st launch and the main steps on how to handle the acceptance and

redemption of the \$mart Money. The sign announcing the launch date will be put out in front of the Town Hall early on May 1st and will remain in place for at least a week. Jan Hawley also brought some new 8.5 x 11 \$mart Money Posters for display in store windows. Brenda Campbell and Kim Blok advised that they were still planning to produce a video presentation on some \$mart Money usage scenarios to assist people with the program. Chair Doig and Director Agar will make sure the sign is set up May 1st.

- iii. **Easter Events** – Councillor Fisher reported that things were progressing and that the Easter Egg Hunt would take place at 11 a.m. on the Saturday of Easter weekend. The Optimist Club is in charge and Betty Small is co-ordinating. Costumes will be rented for four or five characters to add a festive and fun feeling to the event.
- iv. **Souper Saturday Participation** – Carolanne Doig and Jan Hawley reported that a small display would be set up in the lobby of the Seaforth & District Community Centre hall to show off BIA brochures, regional displays etc. This will be set up the Friday night before and removed before Sunday.

3 Unfinished Business:

- i. **Welcome Boxes for Newcomers** – Melody Hodgson and Brenda Campbell reported that they were working on this project along with Kim Blok and Jennifer Mills.
- ii. **Brochure/Website Directory Update Other** – Jan Hawley reported that she was working on finalizing the brochure changes so they would be ready by early May. She was happy to report that Councillor Fisher had advised that Twilight Tunes was a “go” for 2014. EDO Hawley also recommended that for 2015 the updating of the brochure, map, and website be assigned to one or two people on the BIA to complete.
- iii. **OBIAA Conference Update** – Jan Hawley reported everything was booked and ready to go with three Seaforth BIA representatives attending plus herself.

- iv. **Goderich Street East** – Director McMillan reported that she had spoken with the owners of the building and plans were being made for a general spruce up of this area.
- v. **Ciderfest Partnership** – EDO Hawley advised she will follow up on this event and our partnership with the VanEgmond House Foundation after the Mother’s Day event in May.
- vi. **Christmas Promotion Report** – The committee decided to add this to our May and June agendas so we can get things underway and perhaps there would be no need to hold meetings in July and August.
- vii. **Main Intersection Changes** – EDO Hawley reported that after talking with county staff in late March it was noted that none of the proposed changes had gone to tender at that time; however, was assured that once the construction commenced there would be no interruption of traffic.

4 Correspondence:

Chair Doig reported that there was no correspondence.

5 New Business:

- i. **Annual Responsibilities** – Chair Doig advised that she was continuing to work on this project.
- ii. **Strategic Plan** – Although we did not review the plan at this meeting it was noted that many of the items we are working on appear to be directly related to the items highlighted on our strategic plan and we appear to be on the right track. Many of the items in this section of the agenda go hand in hand with the strategic plan.
- iii. **Lions Club 90th Anniversary** – Councilor Fisher reported that celebrations will take place from 1 p.m. to dusk at the Lions Park with a “rain place” being the Seaforth & District Community Centres. No other details were available.
- iv. **Farmer’s Market – Tourism Centre** – Jan Hawley reported that Hillview Farms (Wanda & Mike Hill) had agreed to the terms and will continue to operate from the long weekend in May through the summer. They will plan

on two days as last year, but will re-evaluate if business is different considering we have our grocery store back. They will pay \$350.00 for the season and be here Tuesday and Thursday beginning at 8 a.m. The sprucing up of the Tourism centre will be coordinated with the needs of the Farmer's Market.

- v. **Beautification – Main Street, Gouinlock Street, Victoria Park** – We will continue to work on this as in our strategic plan. Maureen Agar is looking into lights and things like the flowers, tourism centre, lights, etc., which will be part of the beautification.
- vi. **Empty Storefronts** – Jan Hawley is hoping to put some of her concept drawings in the empty storefront windows to help the Main Street look better and hopefully attract new tenants. She is presently working on this.
- vii. **Heritage Event in May** – The EDO reported that a special event will be taking place on Mother's Day in Seaforth and there was considerable discussion on the event, but it was noted that many details would not be available until closer to the date. Taking into account that the event will attract many to Seaforth the following motion was made:

A motion that the BIA use its advertising budget to purchase a Banner Ad in the LFP and also to purchase \$500.00 in Smart Money for a grand prize for the Heritage Event was made by Shelley McMillan and seconded by Brenda Campbell.
Carried

6 Other:

- i. The EDO advised that the Rediscover Canada Show featuring Seaforth & Brussels filmed last year would be broadcasted again this year on <http://www.redleafnetwork.com> for four more weeks during 2014. The first episode will be launched April 28th, the day Jan is guest speaker at the OBIAA conference. She will be showing a 5 minute video clip provided by the producers at the end of her session, and will also have handouts for the audience about Downtown Seaforth.
- ii. Next meeting will be in May at the call of the chair.

7 The meeting was adjourned at 8:30 on a motion by Brenda Campbell.