

Minutes
Seaforth Business Improvement Association
Wednesday, August 28, 2013, 6:15 p.m.
At Seaforth Golf Club

Directors present: Chair Carolanne Doig, Maureen Agar, Shelly McMillan, Herb McGowan

Council Rep. Bob Fisher

Staff present: Jan Hawley, Economic Development Officer.

Chair Carolanne Doig called meeting to order at 6:20

1. Minutes of the May 8, 2013 meeting were adopted as presented on a motion by Maureen Agar, seconded by Herb McGowan.

Carried

2. **Business Arising from Minutes:**

- 2.1 Seaforth \$mart Money – Next launch is scheduled for Tuesday, October 1. The Chair reported that the first launch was sold out. Bob Fisher asked if anyone had expressed concerns that there were only two launches, not three as in past years. No one on the committee knew of any comments on this. Carolanne reported that one bag of used Smart Money was stored at Town Hall and there was more to be picked up at the CIBC. The Chair and EDO will ask Danielle Munro if she would be willing to sort the used money by merchant and create a report for year-end. Maureen Agar and Jan Hawley suggested we use the new “bubble machine” outside the Town Hall for the launch on October 1 instead of purchasing balloons to draw attention to the launch. The launch will also be advertised on our website and an email blast will be sent out.

- 2.2 Brochures – Jan Hawley reported that the brochures had been updated and printed after numerous changes were made. They have been circulated as usual. Bob Fisher said he would take some to the International Plowing Match in September and Shelly McMillan said she would get some to the Bluewater Bridge Tourist Center in Sarnia.

2.3 Funding Application/Mural Progress Report –

Since this was one of the most important items on the agenda, considerable time was spent on this. First was the two quotes for the creation of the mural for the north wall of the GT Mini Mart building. One quote was received from Artech Signs and Graphics and another quote was received Precision Print in Goderich. Since both quotes came in at almost identical numbers and the same criteria, it was proposed that the business be given to the local business.

Moved by Herb McGowan and seconded by Shelly McMillan that the Seaforth BIA accept the quote by Artech Signs and Graphics and begin the process of having the mural project completed. Carried

Following the passing of the motion, the EDO advised that the application would be presented to the Heritage Committee to insure that the project was in compliance with their mandate. Both the Chair and EDO had previously gone through a number of old photos that may be worthy of consideration for the mural. During the meeting several were reviewed and two were selected to give to Phil Duncan at Artech as well as the Heritage Committee. The first choice is the photo showing the Main St. looking south with people and a horse and buggy in the foreground. The second choice is the Main St. looking south with no people in the photo. Each photo was also emailed to the committee members present so that they could look at them on their own computers. Next steps are to advise Phil Duncan that he will handle the project, get the application into the Heritage Committee and hopefully get the mural up in time for Christmas. Herb McGowan asked how much money was left in the Mural Fund and at the meeting we were not able to give an accurate answer. This information will be obtained from Huron East's Finance Manager and forwarded to the committee members.

2.4 Garbage Bins – EDO Hawley reported that some damage had been done to one of the new garbage bins (in front of Seaforth Insurance). The damage was on the lock. Jim Wallace was notified of this but is too busy at this time to deal with welding this single item. For that reason it was suggested that the BIA arrange to have a local tradesman do the welding and we could send the invoice to Mr. Wallace. The EDO and Chair will look into this.

- 2.5 Post Office Recycling – The Chair reported that in spite of several attempts to have the Seaforth Post Office agree to have a spot for recycling inside the building, this will not be done. It was explained that Canada Post clients do not want mail recipients rejecting the mail and tossing it out upon pick up. We may have to find some better way to deal with overloaded recycling outside the building especially in the winter.
- 2.6 Go Postal Event – Update – Maureen Agar reported that a recent debriefing of the Go Postal Event was held and that many of the participants felt that it was a successful venture and worth pursuing again in 2014. Maureen advised them that she would not chair the event, but would be happy to help. Maureen will recommend to the Go Postal organizers that they start their planning in January. It was also brought to our attention that Maureen Agar had paid \$150.00 from her own pocket to keep the band playing a bit longer on July 1 as there were some technical difficulties with the lighting presentation. Although the BIA had already donated some funds to the July 1 Go Postal event, it was agreed that Maureen should not be required to foot this bill.

Moved by Shelly McMillan and seconded by Herb McGowan that Maureen Agar be paid \$150.00 to cover the expense of the band's extended hours. Carried

- 2.7 Tourist Booth Report – Farmer's Market & 2014 Plans
EDO Hawley reported that the Tourist Booth was a very successful and vibrant part of our Main St. this summer. Two tourism staff helped with the running of the booth and the addition of Hillsvie Farms on Tuesdays and Thursdays with their fruit and vegetable stand added a real incentive for people to visit our Main Street. The Farmer's Market component also helped with the issue of not having a local grocery store. The Dauphin Country Store from Walton also sold frozen meats, cheese, and eggs and will continue into the fall along side Hillsvie Farms. The future location of the Tourist Booth was discussed briefly and it is still felt that perhaps moving the booth to the Town Hall or a location such as the current BP lot across from St. James Church might be a better location to serve potential visitors. The idea of inviting the Hillsvie Farm Market back in 2014 was also discussed and is a high probability at this time.

3.0 Unfinished Business

- 3.1 Historic Plaques – Easels - Jan Hawley reported that Phase I & Phase II are now completed on the historic plaque project. Phase III must be completed by the end of the year as per the Trillium funding application. In an effort to encourage recipients to display their plaques in store windows, Jan has asked John McDonald from the Bridges of Seaforth to construct short table top wooden easels to facilitate displaying the plaques. Mr. McDonald will have one made for Jan's approval and then proceed from there.
- 3.2 Sandwich Board Requests – EDO reported that Kendra from Blooms 'n Rooms would like to purchase the last of our sandwich boards, which was used by the BIA for promotional purposes.

Moved by Maureen Agar and seconded by Bob Fisher that we sell the remaining sandwich board at the same price as the others, \$80.00.

Carried

The Chair will talk to Phil Duncan at Artech Signs & Graphics about the possibility of refurbishing the current sandwich boards as some have become quite pitted and scratched from blowing over on concrete. Carolanne will report back at the next meeting on this and then the committee can decide about the need for future boards.

4.0 Correspondence

A letter had been received from Joan White regarding the Fall Fair Parade and the possibility of the BIA entering the parade. After some discussion it was agreed that the BIA would not be in the Fall Fair parade and that any financial support for the parade and related activities was already being handled directly through merchant participation.

A survey request was received from Michigan State University. A stamped self-addressed envelope was included and it was agreed that the EDO and the Chair would complete the survey and return it to Michigan State in the hopes that we might receive some interesting feed-back at a later date.

The letter that the BIA sent Barry Mills in June regarding the cross walks on Main St. and the re-installation of “no parking” signs on Gouinlock St. was discussed. EDO Hawley met with Barry Mills since the letter was sent. Barry Mills advised that the cross walk at Market Street, which has high pedestrian traffic, is the “only courtesy crosswalk” in the downtown; however, crossing onto John Street north of Market St can be facilitated directly at the “controlled signaled crossing” at Main & Goderich Streets.

The Gouinlock Street signs and painting of lines are complete.

The EDO advised that the Queen’s Hotel was up for tax sale, and scheduled to be sold by Auction on October 3rd. Information regarding the tax sale property can be found on the home page of the Huron East website at www.huroneast.com or in the Seaforth Expositor (Wednesday, August 28) With this building being in a prime location on our heritage Main Street, its future is of significance to our committee and our Strategic Plan.

5. New Business

5.1 Christmas Promotional Campaign – with Christmas just four months away we reviewed the budget for Christmas promotion and discussed the success of last year’s efforts. With Shelly McMillian, The Looking Glass, being the only member present, who has a business on Main St. she was asked her opinion on the 2013 Christmas “campaign”. Shelly expressed that most merchants she spoke with did not feel the radio ads served them well. It was also noted that Dwayne Forrest had a real challenge trying to find participants in the “Sleigh” contest. Maureen Agar suggested that instead of using the money for radio/newspaper ads, why not use the money to decorate the Main St. for Christmas similar to what is done in neighbouring downtowns such as Stratford and Bayfield – cedar rope, ribbons, etc. We also thought it would be a good idea to send a note out to BIA members that at our September BIA meeting we’ll be deciding about the Christmas campaign and if they have ideas, suggestions, and want to assist in the campaign to please attend the meeting. This year’s Santa Claus Parade theme is “A Canadian Christmas” so any Christmas decorating would be geared in that direction.

5.2 Christmas Get Together – Wine & Cheese – Business Awards

A brief discussion was held on whether or not to continue with the very successful Wine & Cheese Christmas gathering at the Seaforth Golf Club. Since this event was well attended and well within budget, it was agreed to proceed again for this year. The Golf Course has been booked for Sunday, December 1 from 3-7 p.m. The Chair and EDO will order the wine as we did last year. Discussion was held about Business Awards being presented in recognition for significant contribution to the BIA. It was agreed that worthy recipients would be invited to the BIA Christmas Wine and Cheese where they would receive a recognition plaque. It was decided that at this time the plaque recipients would be selected on an “as deserving” basis rather than set up a structured set of criteria. In addition, the Phase II & III of the historical plaques will also be displayed and presented at the BIA Christmas gathering.

6. Other

Herb McGowan suggested that perhaps Seaforth Plumbing and Heating might be approached regarding a spruce up of their storefront to coincide with the other Main St. corner improvements. This will be discussed more at our next meeting.

7. Next Meeting – will be Wednesday September 25th at 7 p.m. at the Town Hall
8. Meeting was adjourned at 8:35 pm on a motion by Maureen Agar.