



Minutes of the Seaforth BIA Meeting
Wednesday, February 10th, 2016
Committee Room 2nd Floor, Seaforth Town Hall

Present: Chair Melody Hodgson, Secretary Carolanne Doig,

Directors: Maureen Agar, Shelly McMillan, Brenda Campbell, Kim Blok, and
Council Representative Bob Fisher

Staff: Jan Hawley, EDO – Municipal Liaison

Regrets: Directors: Betty Small, Shannon Craig, Shelley Lindner, Samantha Lambert

The meeting was called to order at 7:02 p.m.

1. Minutes of the January 27th, 2016 meeting were approved as presented on a motion by Maureen Agar, 2nd by Kim Blok – *Motion carried*.

Councillor Fisher requested that the minutes be sent to him in a different format, as he is not able to access the current format on his computer.

2. Business Arising from the Minutes:

a. 2016 Budget: Director Maureen Agar advised that Municipal Finance Manager Paula Michiels has agreed to submit quarterly financials to the BIA Board so that the directors can track the financial situation more closely. Everything will be in line with the trial balance.

b & c. Christmas Survey & Decorations: Directors Agar and McMillian went over the responses from the Christmas BIA survey. There were 23 responses and the results were very positive for the most part. A discussion was held regarding those BIA members, who operate in the service sector as opposed to retail and what the BIA might be able to do to help them benefit more from our association. Further discussion involved what to do with vacant storefronts and whether we could have a workshop on window dressing or subsidize the window dressing of some stores. Perhaps at Christmas and/or special occasions art students might be allowed to do some window painting or create some window dressings. It was

suggested that we might contact someone like Linda Doig to find out what students would be interested in using this project to advance their educational goals. In spite of our chair sending out several reminders to have the Christmas cedar rope and bows removed there were still several stores with dried out cedar rope hanging. Next year we will advise store owners to please remove all Christmas decorations by January 15th.

d. Protocol for Meetings: EDO Hawley explained some of the details about compliance as a committee of council. The agenda must be done and posted at least five days prior to the meeting. Minutes and agenda should be on the website by the Friday before our meeting. Anyone wishing to have an item on the agenda should send info in by the Thursday before. It was agreed that Secretary Doig and the EDO will prepare the agenda and send it to the Chair for approval before it is sent out to the rest of the members and the board. The Secretary and the EDO will strive to have minutes ready for circulation in a timely manner.

3. Unfinished and Ongoing Business:

- a. **Cross Walk:** Councillor Fisher advised that he had not followed up on this initiative with Barry Mills. Councillor Fisher also stated that he believed the county had removed this from their budget. EDO Hawley commented that some new parking signs had been put up. Discussion led to acknowledgement of issues at the “new” Main St. intersection. It was agreed that better painted lines as well as overhead signage to indicate left turn lanes would lessen confusion and add to the safety of this intersection. Councillor Fisher agreed to compose and present a letter to Barry Mills regarding these issues at the Main intersection.
- b. **Strategic Plan Meeting:** Chair Hodgson and Secretary Doig will meet on Wednesday, February 17 at 10 a.m. in the town hall to review the BIA Strategic Plan with the purpose of bringing back to the board a summary of what has been done, what is left to do, and then ask if other items might be added and/or deleted moving forward into 2016.
- c. **Website:** Director Maureen Agar and EDO Hawley had a meeting with Iain Fletcher, web designer for Artech Signs & Graphics to discuss the ongoing maintenance of the Shop Seaforth website www.shopseaforth.ca. The past two years have not resulted in any progress on the re-design of our website and with a limited budget of only \$1,000.00 for 2016 it was felt that some tweaking and updating of the current site would be the best route at this time, such as;

1. The site will be made “mobile friendly” with the removal of “flash”.

2. Minutes and budget updates will be added regularly with the most recent documents on top – EDO Hawley will send this information to Artech.
3. A link to Huron East website's coming events will be created, which saves editing and adding events twice.
4. Artech has agreed to work within our budget so these things can be accomplished and the basic maintenance fee is \$40.00/month.
5. The business section will be edited with the 103 current businesses organized into six categories – the map will be deleted.

A motion was made by Brenda Campbell and seconded by Kim Blok that the BIA use Artech Signs and Graphics to maintain and update the Shop Seaforth website for 2016. *Motion carried*

Further discussion took place regarding a possible link to Facebook and also a follow up that the domain name would be renewed as required.

- d. **Shopping Bag Project:** The Seaforth Spirit shopping bag project was brought up again and it was duly noted that this project had been hanging in the air for two full years. After some discussion, Director Brenda Campbell recommended we go back to the original arrangement of having businesses fill the bags with whatever they felt would introduce new residents to their business. Councillor Fisher's suggestion of distributing the bags throughout Huron East and not just Seaforth was favourably received. It was decided that BIA businesses should prepare for 40 bags that would be given out via Real Estate agents as well as via the municipal office when new residents come to pay their first taxes. The BIA should have a card or brochure or something to promote the Shop Seaforth website, information about Seaforth \$mart Money, and info on Facebook links. Chair Hodgson will email the BIA members and ask them to decide what they would like to include in the bag. Directors Brenda Campbell and Kim Blok will gather the items and fill the bags for distribution.

4. New Business:

- a. **OBIAA Conference:** It was determined that Director Agar will attend the entire conference and in addition we would register one other candidate and if possible "share" that ticket amongst board members, who may wish to attend for a single day.

A motion was made by Secretary Carolanne Doig and seconded by Director Shelly McMillan to register two for the OBIAA conference in London in April. *Motion carried.* Jan will do the paperwork on the registration **Done: 02/16/2016**

- b. **Seaforth \$mart Money:** Secretary Carolanne Doig will look after ordering the \$mart Money. There will be a total of \$30,000 for the entire year and this will be released in two sessions. The first will be May 4th if this date does not conflict with a busy time in the municipal office. Since we have to hold back \$1,700.00 for our Christmas promo, we will release \$12,000.00 in May, and then \$16,300.00 at the fall release. We are going to try for “hot pink” and add the Shop Seaforth website to it. The EDO advised that Paula Michiels daughters are happy to help with the stamping etc. and also that the seal may need to be replaced as it is getting old. Secretary Doig will discuss this with Director Shelly McMillan, as Shelley’s team has done \$mart Money organization in the past.

5. Easter Event:

- i. Director Shelly McMillan is donating some chocolate and it was agreed to try to find the best deal on buying chocolate – perhaps getting it wholesale so we can get more for our money.
- ii. Chair Hodgson is meeting with Nancy Degaans from the Expositor to discuss advertising and possibly a colouring contest.
- iii. The Chair will make sure that if donations are taken for the pancake breakfast there is signage clearly identifying the recipient of the donations.
- iv. The Chair is also going to clarify the partnership with the Ag Society. Easter is even earlier this year so weather could be a factor and that is the main reason it is difficult to plan this event on the Main Street.
- v. The Chair and her “sub-committee” will get some posters out and also advertise on social media as they did an awesome job in 2015.
 - b. The Heritage Committee will attend the BIA meeting on April 13.
 - c. Discussion about the IPM in 2017 resulted in Secretary Carolanne Doig and Chair Melody Hodgson adding this to the Strategic Plan meeting with a reminder that 2017 is Canada’s sesquicentennial and it may be good to have some kind of ongoing connection to these two events throughout 2017.
 - d. Secretary Doig will send a letter to council requesting that council accept the two new board members as per the January meeting.

6. Other business:

- a. Director Brenda Campbell told the board that she had encountered Dave Strome, the owner of Box Furniture and he was very concerned that Seaforth and area shoppers thought he was going out of business because the building had been sold.
 - 1. Recommended something be put on Facebook.

2. EDO Hawley will contact him about his concerns.
- b. Secretary Carolanne Doig mentioned two items for future consideration:
1. June Laliberte had contacted her about sidewalk painting and was going to present a proposal for review – The Chair & the Secretary will consider this in the strategic planning meeting.
 2. John McFadzean from Sun-North Systems Ltd. had advised her that they could provide a large white “screen” that could be used with the projector for special events.
7. Correspondence – Only a small bill from Brayden Pryce for the remainder of the snow removal at the tourist centre was coming in the mail according to EDO Hawley.
 8. Date of the next meeting will be Wednesday, March 9th at 7 p.m. in the committee room at Town Hall.
 9. Meeting was adjourned at 9:08 pm on a motion by Maureen Agar, seconded by Shelley McMillan. *Motion carried.*