

## Minutes

**Seaforth Business Improvement Area Meeting**  
**Wednesday, February 13, 2013**  
**Huron East Municipal Offices (Council Chambers)**  
**72 Main Street South, Seaforth, ON**

**Directors Present:** Bob Fisher – Chair, Carolanne Doig, Acting Co-Chair, Shelly McMillan, Herb McGowan, Betty Small

**Staff Present:** Jan Hawley, Economical Development Officer

**Guests Present:** Maureen Agar

Bob Fisher called the meeting to order at 7:05 p.m.

1. **Minutes of January 23, 2013 meeting**

January minutes were adopted as presented.

*Moved* by Herb McGowan seconded by Shelly McMillan

**THAT** the minutes of the meeting held

January 23, 2013 be adopted.

Carried.

2. **Business Arising from Minutes**

2.1 Easels for Plaques – Jan Hawley had nothing to report on this, although Cathy Elliott has approached Dwaine Forrest and he is interested in coming up with a quote.

2.2 Display of Strategic Plan poster boards – CA Doig reported that she had arranged with Brian Melady to have the Strategic Plan poster boards displayed in the windows of BJM Financial on Main St. Jan Hawley and CA took the boards and several easels to BJM and Brian agreed to have his window person set the boards up in a manner that people walking past the window may be able to read the boards and become aware that Seaforth BIA does have a strategic plan in place.

2.3 Garbage Cans – Herb McGowan reported that the order had been placed for 10 cans with liners and these will be ready by the second week of April. They have been ordered from Sharps Creek Forge and once they are ready will be placed in the usual, most efficient positions on the Main St. There was some discussion about the cost and payment for the garbage bins as Bob Fisher had proposed that half of the cost might be picked up by the municipality's works budget. As neither the BIA budget nor the municipality's budget had been passed at the time of the meeting, it was felt that the entire cost should be presented in the BIA budget and any contribution from the municipality would be well received. Bob also questioned whether or not we had received a quote from local businesses for this project and Shelly reported that she had been to two local businesses regarding the manufacture of the bins and neither showed any interest.

2.4. Recycling vs. Garbaging of Unwanted Mail – CA Doig reported that she had been in to the Post Office on Main St. to ask about the problem of people dumping their advertising flyers into the bin at the front of the building. The bin quickly becomes full and the flyers end up on the street making a terrible visual impact. For many years the Post Office had a recycling box inside the post office so that wind, water, etc. was not a factor in the littering. In recent years the indoor option was removed. Liz Scott said she would contact her superiors to determine if a recycling receptacle could be placed in the building. She had not received any direction at the time of our meeting.

2.5 2012 Seaforth *Smartmoney* Report – The report showing where the 2012 money was spent was attached to each director's package and was reviewed. As per the January meeting the Sprit money will continue but with only two issues in 2013, the first being in May in time for a Mothers' Day send off. Shelly agreed to arrange with Pete's Paper Clip to have the money printed, stapled, signed, and sealed. Herb said that we could use his signature. Herb also suggested that perhaps the signature can be added during the printing to save this step and time. We discussed the need for security and therefore Shelly and Herb will decide the best route to go for the 2013 issue as well as which colour will be used for 2013.

2.6. BIA executive position for high school student – CA Doig reported that she had been in touch with Linda Doig at CHSS to see if there might be a grade 11 or 12 student with an interest in business, entrepreneurial experience, computer work, historical architecture, etc., and who might like to earn their volunteer credits by sitting on the BIA board for a year. At the time of the meeting there had been no feedback. During this discussion Jan Hawley also mentioned that she thought this might be a good opportunity for the same student to extend this board position into summer employment as Jan will be looking for one or two students during the summer season. The board felt that this might be a great match.

### **3. Review of 2012 BIA Events/Initiatives:**

A list of the various events and initiatives supported by the BIA was included in each director's package and a quick review showed that there was something going on all year round. Some items were events and some items were simply expenditures to support events or initiatives. During this discussion Bob Fisher asked about hits on our BIA website and we will have a number to report at the next meeting.

### **4. Correspondence:**

There were three pieces of correspondence:

- One was an email from the Children's Co-op Day Care requesting use of the Easter Bunny costume and permission to carry on with an Easter weekend event similar to the 2012 event. The committee agreed to lend the outfit and budget for some sponsorship similar to 2012.

- Another item of correspondence was an email letter received from a committee headed by Maureen Agar. The event is planned for July 1 and is partly to celebrate our nation's birthday and highlight the 100<sup>th</sup> anniversary of the building housing the Seaforth Post Office. The event is called "Go Postal". It was suggested that the letter be included in correspondence sent to the members of the BIA.
- Bob Fisher also brought a postcard used by another municipality to encourage people to shop and buy local. It was agreed we would look at this as a potential marketing idea.

## 5. New Business:

5.1 Brochures – Jan Hawley advised that the brochures were getting down in numbers and that before any additional brochures were printed the map and storefront info needed to be updated to reflect changes on the Main Street. Carolanne and Jan will meet to make the changes to the website and the brochures so that new brochures will be accurate and current. Jan also reported that Maplewood Manor has become an associate BIA member.

5.2 Available Funding: Jan Hawley reported that \$12,000.00 was received in BR&E funding and that it may be possible to apply for some funding for "soft costs" related to some of our current projects if there were funds left from the two studies undertaken. These might be a mural design, the moving of the Tourist Info Booth to the Town hall etc. Jan will look into this more fully for our next meeting.

5.3 Budget – a preliminary budget was presented to the members of the committee for discussion and approval. This spreadsheet had been prepared earlier with assistance from Municipality of Huron East's treasurer, Paula Michiels. The proposed budget was reviewed line by line with opportunity for discussion by anyone in attendance at any time.

It was moved by Carolanne Doig and seconded by Herb McGowan that the budget be approved as presented. This motion was carried.

As part of the information package the Action Plan page of the Strategic Plan was included in the budget discussion process as this is a recipe for using the ingredients of money, time, & energy that go hand in hand with the budget. Discussion using both the proposed budget and the Strategic Plan proved very effective.

- Seaforth BIA already has one improved sign entering the town from the south
- Bob Fisher advised that moving the visitor's center was approved – he was asked to bring something in writing to our next meeting so we can plan for this.
- The garbage/recycle bins are in process
- We are going to meet with building owners at the main intersection to see how we can improve the aesthetics of this important location. This discussion also included follow up on past proposals to install a mural and it was pointed out that in the budget we have now moved some money from the mural fund to pay for Christmas decorations. Since Christmas decorations was not one of the top three Strategic Plan initiatives we need to keep this in mind when planning future expenses.

- Sandwich boards were discussed and the possibility of having Artech re-coat the current boards may be an option for merchants to repair the wear and tear on current boards.

#### 6. & 7 **Election of Officers & appointment of Chair, Vice Chair & Secretary Treasurer**

This being the AGM, the directors (Betty Small, Shelley McMillan, Herb McGowan, CA Doig, & Bob Fisher as chair) all resigned at this time. Cathy Elliott was absent. Then the slate of 2013 directors was elected after extended discussion regarding our need for seven directors, our inability to get better attendance at our meetings, and the restrictions that are placed on eligibility of any directors. Carolanne Doig offered to let her name stand as chair for 2013. Betty Small nominated Carolanne Doig for chair and Herb McGowan seconded the nomination and the vote was carried.

The need for a secretary / treasurer or vice-chair made little difference as neither Betty Small nor Shelley McMillan were willing to take on the position and Herb McGowan felt his visual challenges would prevent him from carrying on these tasks effectively. All three felt their contributions would be better used in other areas so no further elections were held. Bob Fisher will remain as Council representative.

Present Officers:

Chair – Carolanne Doig

Directors:

Shelley McMillan

Betty Small

Herb McGowan

Bob Fisher – Municipal Council Representative

Admin Staff:

Jan Hawley - Economic Development Officer

Paula Michiels – Treasurer

8. **Next Meeting & Adjournment** Next meeting will be on March 13, 2013 at regular time.

Moved by Bob Fisher & seconded by Betty Small that meeting be adjourned at 9 p.m.

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Chair Carolanne Doig