

**Minutes**  
**Seaforth Business Improvement Area Meeting**  
**Wednesday, May 17, 2017 at 5:30 p.m.**  
**At Municipal Offices**

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**Present:**

Directors: Chair Shelley Lindner, Shelley McMillan, Maureen Agar, Shannon Craig, Council Rep. Bob Fisher

Municipal Staff: Jan Hawley, Economic Development Officer, Corrine McKenzie

Guests: Cathy Elliot

Regrets: Brenda Campbell, Melody Hodgson

Chair Lindner called the meeting to order at 5:31 p.m. and thanked everyone for coming.

1. **Minutes of the April 12th 2017 meeting were adopted as presented on a motion by Shelley McMillan, seconded Corinne McKenzie.**

*Carried*

2. **Business Arising from Minutes:**

(A)- Easter Event – Melody Hodgson reported that the Easter Egg Hunt was a complete success. With the generous support of 20 local merchants with in kind/monetary donations the event showed no financial cost the Seaforth BIA. The pancakes served by the Centenaires were a huge success. More volunteers could have been used during set up time. This should be noted for the event next year.

(B) Summerfest – Melody Hodgson reported that she has everything organized for the event July 14. The Grand River inflatables have been booked and a new show this year 'The Equilibrium Circus' will be a special treat for the crowds. Bands are being booked. The Cents are working on a beer garden and fish fry. Road closure letters will be sent this week! Poster is almost ready to put in paper. Melody could use some support looking for food vendors. List from last year will be used as reference.

(C) Director Maureen has posters ready for the BIA project to help celebrate Canada's 150<sup>th</sup> birthday. A letter and poster will be delivered to each member next Wednesday, May 24 telling them that a contest would commence on June 1<sup>st</sup> for BIA members to decorate their business storefront celebrating Canada's birthday. Community members will be asked to judge their favourite BIA business decoration. The winning BIA member will be chosen June 30<sup>th</sup> and it will be requested they keep their decorations up until at least July 30<sup>th</sup>. The winning BIA member will receive a reward for their prize from the BIA...which will be a framed picture of their storefront and the BIA executive will hold a hot dog bbq with a donation (money to charity of store winner's choice) at the winner's doorstep and encourage people to use the winners services! The BBQ will be held at the date agreed by winner and volunteer BIA directors.

(D) Director Maureen has poster ready for the '150 Reasons to Shop Seaforth' during the BIA member decoration contest. Shoppers will be advised to keep their BIA shopping receipts, put 5 receipts in an envelope, name and phone number...and enter the contest as often as they want! There will be three winners. Three \$150.00 BIA gift certificates will be given to the winners of the draw. The posters will be delivered on May 24 with any questions answered by BIA directors. The BIA directors will meet at the Information booth to prepare for a blitz of the BIA members.

(E) Chair Shelley Lindner will meet with Brad Knight in the near future to discuss Christmas Party for Municipal workers. BIA directors not sure that a dance is the way to go....suggestions were maybe a meal and games or cocktails and meet and greet.

(F) Chair Shelley will print up a letter explaining what the Seaforth BIA is about and have a questions about for members on what they would like to see the BIA do. It will be delivered with posters May 24 with the Canada 150 information.

(G) Councilor Bob Fisher spoke with Municipality and correcting parking spot problems are a work in progress and painting of lines will be finished when road is warm enough for paint.

### 3. Unfinished Business

(A) Heritage Partnership – Cathy Elliott from the Heritage Committee spoke at the BIA meeting about holding a workshop for owners and businesses to help them understand the Heritage component of the community. Discussions will be held on:

- Going through a maintenance list and how is the best way to fix the problem.
- What procedures need to be followed to do repairs and what loans/grants/tax relief are available when work is to be done
- Educate building owners on how to fix problems correctly the first time
- Educate building owners on how this falls in with the Strategic Plan of the downtown
- The best way to restore your building with expert Chris Cooper to give talk that will be open to anyone with designated property that would be interested.
- Contractors will be invited to session to learn about proper restoration of heritage buildings.

It was suggested that the Mayor and Councilors be in attendance for this meeting. Tenants of buildings will learn how to approach building owner with necessary information about heritage restoration. It was also suggested that a letter be sent with the water bill to building owners with information about heritage building repairs, what is allowed and support for their project.

Cathy Elliot will present the idea of a joint venture with the Seaforth BIA at the next Heritage Committee meeting.

(B) Maureen Agar spoke about planters/benches/bike racks and Christmas decorations and what funding is available. Both Councilor Bob Fisher and Agar wondered if money from Seaforth Reserves might be available for Christmas decorations. Chair Shelley and EDO Jan Hawley will make up a presentation to take to the Seaforth Community Development Trust requesting monetary support for this project.

(C) It was decided that a letter will be enclosed with poster for Canada 150 projects explaining and reminding members of what the BIA does.

(D) Website needs to be updated. Maureen Agar will print off BIA members information from web site and when blitz is on, to deliver posters and information about Canada 150 projects, accuracy of information can be verified.

#### 4.0 Correspondence

1. Huron County would like groups from Municipalities to use the event calendar on their website.
2. Better Business Network Poster was sent to EDO Jan and included in package.

#### 5. New Business –

Chair Shelley Lindner spoke with Argyle BIA in London and they are trying a unique way to engage youth and also help prepare a succession plan for membership. A student BIA will be set up and mimic the local BIA in hopes that the students, while getting their volunteer hours, will be learning the intricacies of a BIA. Chair Shelley will get more information about this initiative and report back at next meeting.

#### 6. Other – none

7. Next Meeting – will be Wednesday Wednesday, June 14<sup>th</sup>, 2017 at 5:30 p.m. at the Town Hall. **(or at call of Chair.)**

Meeting was adjourned at 7:13 pm on a motion by Shelley McMillan and Shannon Craig.

