

**Minutes**  
**Seaforth Business Improvement Area Meeting**  
**Wednesday, September 6, 2017 at 5:30 p.m.**  
**At Town Hall**

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**Present:**

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

Municipal Staff: Jan Hawley, Economic Development Officer,

Guests: Wilma and Jim Cherney

Regrets: Brenda Campbell, Melody Hodgson

Chair Lindner called the meeting to order at 5:30 p.m. and thanked everyone for coming.

1. **Minutes of the June 14, 2017 meeting were adopted as presented on a motion by Shelley McMillan, seconded Corrine McKenzie.**

*Carried*

2. **Business Arising from Minutes:**

(A)- Summerfest – Melody Hodgson was absent so will report in October

(B) Director Maureen Agar spoke of the success of the Canada 150 promotion and storefront decorations. Maureen played a phone message that she received about how the town of Seaforth was mentioned by many people in other communities. They praised our BIA members for their beautiful decorations and how festive it made the downtown.

The contest for the three \$150.00 gift certificates for customer loyalty was very well received with 150 entries which translates into 750 purchases. The storefront that was elected the 'Best Decorated' was Shelley and her crew at The Looking Glass....congratulations!

(C) Chair Shelley Lindner, spoke with Huron East CAO Brad Knight concerning Christmas Party for Municipal workers, and explained that we do not have enough volunteers to organize the party.

(D) Chair Shelley, Directors Agar, Craig, and McKenzie attended a meeting where they discussed the results of the blitz of the BIA membership and correlated their comments and thoughts for the meeting. They found many of the BIA members appreciated the face to face encounter with a director of the BIA and discussed their concerns. Chair Shelley suggested that a blitz like this twice a year would be good to keep the members in the loop and also keep the communication channel open. It was suggested that a blitz in early November to prepare for the Christmas season would be beneficial. At that time decorating for Christmas could be discussed and also explanation about what is happening with downtown Christmas decorations could be explained.

(E) Councilor Bob Fisher spoke with Municipality and correcting parking spot problems are a work in progress still. We feel more signage is needed. It was noted there is a lot of confusion at the lights with the lanes and it was mentioned that this could cause a lot of problems during winter months. Merchants have been seen parking on Main Street taking space from a possible customer.

(F) Chair Shelley will send a letter to the BIA membership requesting that they decorate their storefronts for the International Plowing Match and Hallowe'en.

3. **Unfinished Business**

(A) Heritage Partnership – The idea was brought forth at the Heritage Committee and it was felt that the idea of workshops for owners and businesses to help them understand the Heritage component of their buildings had

merit. Director Jan spoke with Dr. Chris Cooper about holding classes in Brussels. It will be postponed until the beginning of the year.

(B) Maureen Agar spoke about the Trust replacing the old sound system with a new one and when all parts come in Dave Wallace will install. The speakers now present in the town are getting older. Jan Hawley will be playing country music and the theme song of the IPM 2017 in the downtown.

(C) Maureen Agar said that she had been talking to Councillors Bob Fisher and Nathan Marshall and they were looking at planters at the AMO conference and would be presenting ideas about purchasing these units at the next Huron East/Seaforth Community Development Trust for funding.

(D) Director Maureen will correct contact information and add new business contacts to the Shop Seaforth directory and send to Artech to be put on website.

(E) Chair Shelley has inquired at Sills Hardware on costing of Edison lights for the downtown of Seaforth for Christmas decorations. She will talk to Barry Mills about this type of decoration, we will look at possible sources of funding too. Councillor Bob Fisher will find out if it is possible to borrow money from the mural fund the BIA has. Board spoke of an levy increase to help the BIA with their programs and maybe a one time larger levy to help pay for Christmas decorations. Partnership with the Huron East/Seaforth Community Development Trust will be pursued too. A notice will be sent to BIA members about Christmas decorating.

(F) There is still some \$smartMoney at the bank to counted and corralated. This should be done soon.

(G) Director Maureen will have budget update for next meeting.

(H) EDO Jan Hawley suggested that the BIA make a presentation of their year to Huron East council in January.

(I) Student BIA discussion will be deferred to future meeting.

#### 4.0 **Correspondence-** none

#### 5.0 **New Business –**

(A) It was suggested that a Customer Service Workshop be held for the BIA membership as it has been noted that some people have had negative experiences in some stores. Business owners and staff need reminder about good Customer Service habits. Discussion was held on whether a workshop is needed, how to proceed if one was held, and how much to charge. This will be discussed at future meetings.

(B) Ideas for a Friday event each month in the summer was suggested by Councillor Bob Fisher. He likes what Sarnia is doing when they close down the Main Street and outdoor vendors/stores, music, etc are enjoyed.

(C) Discussions will be held on ongoing basis on how to handle the new construction on the Main Street in 2019 or 2020.

#### 6.0 **Other –** none

7.0 **Next Meeting –** will be Wednesday Wednesday, October 11 , 2017 at 5:30 p.m. at the Town Hall. **(or at call of Chair.)**

Meeting was adjourned at 7:35 pm on a motion by Shelley McMillan and Shannon Craig.

