

**Seaforth Business Improvement Area Meeting  
Wednesday, September 12, 2012 at 7:00 p.m.**

**Huron East Town Hall  
72 Main Street South  
Seaforth ON**

**Directors Present:** Bob Fisher, Cathy Elliott, Shelly McMillan, Herb McGowan, Betty Small

**Staff Present:** Jan Hawley, EDO

Bob Fisher called the meeting to order at 7:00 p.m.

**1.0 Minutes of August 8, 2012 meeting**

The minutes were available for viewing under the Members' tab at [www.shopseaforth.ca](http://www.shopseaforth.ca). Members were e-mailed a reminder of where to find the minutes.

*Moved* by Betty Small, seconded by Herb McGowan.

**THAT** the minutes of the meeting held August 8, 2012 be adopted.

**Carried.**

**2.0 Business Arising from Minutes:**

**2.1 Illuminated Christmas Decorations:**

Cathy Elliott will bring a complete presentation of available illuminated Christmas decorations to the next meeting (pictures, description, size & price) so that decisions can be made for a 3 - 5 year replacement of existing illuminated Christmas decorations.

**Action: Cathy Elliott will bring samples and prices of illuminated Christmas decorations to the next meeting so that long-range planning for purchase can begin.**

**2.2 Visitors' Centre**

Cathy Elliott reported that she has spoken with Brad Knight about possible relocation of the Visitors' Centre to the lobby of the municipal offices for 2013. Brad feels that it is possible and is looking into providing a small office area adjacent to the lobby for the visitors' centre ambassadors. The office would allow them visibility to and by visitors and a place to work close to municipal staff. A final decision about this relocation will be made by year end.

Bob Fisher suggested that increased signage for the location will be required. This will be discussed/considered once the decision has been made about the location.

Jan Hawley suggested that it might be worthwhile to keep the washrooms at the current Main Street location.

**Action: Cathy Elliott will keep in touch with Brad Knight about the status of this project.**

### 2.3 BIA signage at Town Entrances

Bob Fisher reported that there is no money left in the Works Dept.'s 2012 budget to refurbish the sign at the north end of town.

Cathy Elliott has approached Paul Haley, Seaforth Signs about providing a quote for refurbishing/updating the east and west entrance signs and he declined. Paul uses different paints than Artech and felt that he would not be able to exactly duplicate the south end sign. He thanked the BIA for considering him for the work.

Jan Hawley wondered if funds from the mural fund could be used for entrance signage. Bob Fisher stated that he felt BIA money should not be used to pay for municipal expenses.

Cathy Elliott asked if the groups whose decals are on the new sign will be paying for the decals, as in the past, or if the municipality will be paying for them.

**Action: Cathy Elliott will check on who is paying for group decals, as well as whether the mural fund can be used for entrance signage.**

### 2.4 2012 BIA Christmas Wine & Cheese – **Sunday November 25, 2012 (note date change)**

Cathy Elliott reported that Corks n Caps is willing to provide the wine, at cost. A case of red wine and a case of white wine has been ordered at a cost of \$220, which has been paid. This will provide a total of 60 bottles of wine (30 of each) for the event. Cathy Elliott is able to provide about half the bottles needed and will look into getting more. She and Bob Fisher will do the bottling.

It was felt that e-mailing of invitations to all BIA member businesses might not be effective, as it appears that some members do not read their e-mails. The decision was made that Cathy Elliott would design a hard copy invitation and it would be hand-delivered to BIA member businesses by Cathy, Herb McGowan, Shelly McMillan, Jan Hawley and Betty Small. Cathy will have the invitations ready for delivery by Oct. 1, 2012. RSVP deadline will be Tuesday November 20, 2012 to facilitate the food order.

At the wine & cheese, heritage recognition plaques that have been completed to date will be presented to business owners. As well, information about the recently completed BIA Strategic Plan will be provided.

**Action: Cathy Elliott to design invitations and provide to Herb, Shelly, Jan and Betty for distribution by Oct. 1, 2012.**

## 3.0 **Other:**

### 3.1 Rediscovering Canada Television

Cathy Elliott placed a letter to the editor in The Huron Expositor announcing the filming dates and requesting a "putting on your best face" clean-up of Main Street businesses. Cathy hand-delivered flyers to the Main Street businesses as a reminder of the filming and she provided copies of the flyer. She noted that several Main Street business owners have been seen washing their awnings and woodwork. Window washing is being done on Wednesday and Thursday Sept. 12 & 13, 2012.

Jan Hawley reported that Chris Cooper has contacted her re: interesting Seaforth residents to interview and she has provided him with names. Some pre-filming has apparently been done and the bulk of the filming will be done on Saturday and Sunday September 15 & 16.

### 3.2 New Signage

Cathy Elliott reported that New Orleans Pizza has a beautiful new sign replacing their former sign which was broken. It was reported that New Orleans Pizza has noticed an increase in business since the opening of Tim Horton's across the street.

Jan Hawley reported that Seaforth Insurance Brokers has a beautiful new sign in place. The business owners completed a Sign Application for approval by the heritage committee prior to ordering and erecting the sign.

Jan Hawley reported that Chris Cardno has 5 offices available for rent in the location previously occupied by Cardno's Ladies' and Men's Wear. To date, three of the offices have been leased.

4.0 **Next Meeting:** The next meeting will be on Wednesday October 10, 2012  
@ 7 p.m. second floor committee room of town hall.

5.0 **Adjournment:**  
*Moved* by Shelly McMillan to adjourn at 8:00 p.m.

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Co-Chair Bob Fisher

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Secretary, Cathy Elliott

