

Minutes
Seaforth Business Improvement Area Meeting
Tuesday, December 8th, 2020 5:45 pm
At Town Hall following Covid-19 guidelines

Present:

Directors: Maureen Agar, Tracey McKee, Councilor Bob Fisher, Shelley (McMillan) Stanley, Randy Nixon,
Municipal Staff: Jan Hawley, Economic Development Officer
Guests:
Regrets: Brenda Campbell, Kelly Miller

Chair Tracey McKee called the meeting to order at 5:45 p.m. and thanked everyone for attending.

1. Revised agenda of December 8th, 2020 was adopted on a motion by Randy Nixon, seconded by Bob Fisher. Carried (New business- Bob Fisher – free wifi in town and Electronic information board, Maureen Agar- preliminary 2021 budget)

2.0 Deputations: none

**3.0 Minutes of October 13th, 2020
Moved by Shannon Craig, seconded by Randy Nixon to accept minutes of October 13th, 2020. Carried.**

4.0 Business Arising from Minutes:

4.1) Construction Update: EDO Jan Hawley and Councilor Bob Fisher are pleased with construction is finished on Main Street. Crosswalk lights will be functioning by middle of December. Wiring to poles for Christmas lights will be done by December 11th. The lights will be on from 5pm till 1 pm and 5 am till 7 am. Construction in 2021 will be 12 weeks from railway tracks to Optimist Park and from Main lights to Centennial Drive. Final paving on Main Street is scheduled for 2021.

(4.2) AdHoc Advertising Committee Report: The Advertising Committee reported that all the advertising had gone well and everything was within budget.

- Thirty draws have been made and winners have been totally thrilled. There has been over 4100 entries to date! That works out to over 20,500 receipts.
- Advertisements were revised for CKNX and 104.9 to start after Remembrance Day.
- Ads placed in The Citizen for three weeks
- Stops Along the Way Fall addition with the 'Shop to Win' ad has been well received.
- Lots of likes and shares on Facebook when winners of 'Shop to Win' are announced.
- Secretary Maureen posts shopping videos on Facebook to keep Shop Seaforth in everyone's thoughts.
- Wish Book is out and getting attention across Huron County

(4.3) Ad Hoc Events Committee:

- Chair Tracey held a Halowe'en mask contest that didn't have many entries but the Pumpkin Contest went over very well and there were many excellent carved pumpkin entries.

(4.4) Christmas Event:

- Decorating of BIA parkette (washroom area) was done on November 15th with 5 people out and taking the whole morning to make our Christmas display look wonderful.
- The BIA businesses have decorated their storefronts with the new bows and garland...they look wonderful.

- ‘Christmas Window Contest’ was held and the merchants outdid themselves with their ‘I’ll be home for Christmas’ themes..
- The Grand Prize Draw for the ‘Shop to Win’ contest will be held Thursday, December 31st at noon. The Mayor and Deputy Mayor will be asked to draw the lucky winner of the \$2020.00 in Seaforth BIA gift certificates.
- The Seaforth BIA purchased the beautiful ‘Orbs’ Christmas decorations. In April a survey was sent out to the Seaforth BIA directors and 5 chose the ‘Orbs’ as their #1 choice. Councilor Bob wanted to look into wrapping the hydro poles with lights but after consultation with two companies we found that the lights have a tendency to sag to the bottom and without putting hooks in the hydro poles are not feasible. Also, inserts to hold Christmas greenery were purchased and will be put up next year below the ‘Orbs’. Due to cancellation of events due to Covid the Seaforth BIA had enough money to purchase the lights and inserts and thanks to donation from ‘Orr Insurance’ for sponsoring our new bike racks the Seaforth BIA is in a very favourable position with everything fully paid for.

(4.6) Secretary Maureen has sent our information to schools, churches, committees about the time capsule that she is gathering memorabilia for. She is hoping to collect all the stuff by January or February 2021.

5.0 New Business

(5.1) We are very excited and thrilled to announce that ‘Orr Insurance and Investment’ has offered to sponsor new bike racks for the Seaforth BIA area. We have chosen three different bike rack styles with Penny Farthings as the theme. A plaque thanking ‘Orr Insurance’ will be on each rack and also a story in the paper to accompany the unveiling of the new bike racks.

(5.2) Councilor Bob Fisher and Secretary Maureen have been talking to BIA merchants who have shown an interest in being a part of the Seaforth BIA. Invitations to the AGM will be sent out to them.

(5.3) Councilor Bob Fisher wondered about researching free WiFi in the downtown area as well as a digital information sign. There used to be free WiFi when the Seaforth BIA had the Information Booth but having free WiFi in the town is detrimental to companies supplying WiFi as they might lose customers. Free WiFi is available at Tim Horton’s, the Municipal Office, and some businesses. A digital sign would probably not be accepted by the Heritage Committee in Seaforth and keeping the information up is very difficult. Councilor Bob talked about a possible ‘Welcome Wagon’ initiative as Seaforth has many new homes being built. Also directors spoke of cleaning up the John Street parking area as well as better lighting.

(5.4) The Seaforth BIA directors will hold a meeting in January to discuss updating the BIA Strategic plan and also to prepare a plan for the 2021 construction (advertising, contests, etc.)

(5.5) Secretary Maureen presented a preliminary 2021 budget for consideration. The budget will be fine tuned in January so it can be presented at the AGM in February.

(5.6) The AGM date has been set for Monday, February 8th with snow date of February 15th. Time and place to be determined.

6.0 Unfinished Business –

(6.1) EDO Jan Hawley announced that the fall/winter banners will be installed this week.

(6.2) The principal of St. Anne’s Secondary School will be contacted about a \$100.00 scholarship similar to the one the Seaforth BIA presents to CHSS. The criteria will be that they be a Seaforth resident and go above and beyond in volunteering.

7.0 Correspondence-

(7.1) A thank you for our scholarship was received from CHSS student Jason Wilts.

Next Meeting: **January 11th, 2020 at 5:45 pm Town Hall Council Chambers protocol permitting.** Meeting was adjourned at 7:15 pm on a motion by Tracey Sills.

Chair.....

Secretary.....