



Minutes of the Seaforth BIA Meeting Wednesday, May 11, 2015

Council Chambers Seaforth Town Hall

Present: Chair Melody Hodgson, Secretary Carolanne Doig, Shannon Craig, Shelley McMillan, Maureen Agar,

Council Representative: Councillor Bob Fisher

Staff: EDO Jan Hawley.

Regrets: Brenda Campbell, Kim Blok, Betty Small

The meeting was called to order at 7:05 p.m.

1. The Minutes of the April 8, 2015 meeting were adopted as presented on a motion by Shelley McMillan and seconded by Maureen Agar – ***Motion carried.***
2. Business Arising from the Minutes:
 1. **Main Street Lighting** – due to the ongoing Main St. light replacement project the committee reviewed the colour and texture material for the lighting. Everyone liked the textured grey. We have ordered 34 lights and it was generally felt that if the colour was chosen now that the lights may be up in July and there would be no extra charge. A motion was made by Carolanne Doig and seconded by Shelley McMillan that the lights be “Old World Grey Texture”. ***Motion was carried.***
 2. **Win This Space** – EDO Jan Hawley brought the committee up to date on the Win This Space contest, which was generating a lot of interest in the community and at large. Twenty-seven contestants had entered, but two had dropped out to open their businesses early. Seaforth now has four empty storefronts and Brussels has three. Flower Magic has closed. A high level of training is going on to assist the contestants in preparing for the finale, which will take place on June 27th at Seaforth Golf Club at 6:30 p.m.

3. **Seaforth \$mart Money** – the committee was informed that the Smart Money had completely sold out already. The next issue will be out around Thanksgiving. There had been about 200 views on YouTube and the Shop Seaforth Face Book page was also assisting sales.
4. **OBIAA Report** – EDO Jan Hawley, Directors Brenda Campbell, Maureen Agar, & Melody Hodgson attended this year’s conference and felt that it was very “city centric”. Next year’s conference is in London. Other conference options were discussed briefly as there are a number of options to attend, however, EDO Jan Hawley, expressed satisfaction with the networking even though this year the event was lacking a bit in content. Maureen Agar also felt it was very Toronto driven and was disappointed that they did not present the various ideas or who entered the ideas, just the awards.
5. **The “Buy-weekly” feature** was discussed and it was recommended that it begin in the autumn and run every two weeks. A schedule will be set up so that business owners can be interviewed, a short commercial and some pictures could be posted on the Shop Seaforth website as well as the Face Book page. Maureen asked if we might have the money in our budget to hire a student to do this. Melody wondered about how to schedule the interviews – a random draw, one side of the street, alphabetical order or what? There should be a standard format and a questionnaire so that everything is consistent. The interviews could be done over the summer and the presentations “aired” later. Another idea was to have 10 set questions and the business person could choose five to answer. Melody, Carolanne, & Jan will look into the budget to determine if there is money for a summer job worker. There are about 75 businesses to be interviewed so this is a daunting task. We will need professional photography, and will need to create a data base of pictures. This could be done to coincide with the \$mart Money launch in October, and an online book and EDO Hawley’s blog could help with this Buy-Weekly launch.
6. **Victoria Park** – Maureen Agar reported on Victora Park progress. They will plan a special event for 2016 as the project is not ready for 2015. Maureen is trying to find a good partner for a 2016 event. The lawn needs to be top-dressed to smooth it out, more lighting is needed, and new benches. Probably will not be ready for July 1.
7. **Welcome Bags** – no report at this time but hoping to get coupon in time for launch of “Buy-weekly” project.

8. **BIA Website** – Chair Melody Hodgson is working with Chris Lee on this project and there is \$1,000.00 in budget. They are thinking of using “Square Space” which is very user friendly. They want the site to link to various businesses. Local provider Tuckersmith Communication Co-operative will host the site.

9. **Correspondence:**
 - a) Decided not to advertise in the Blyth Festival Book for 2015
 - b) Clinton Raceway program – same decision – not for 2015
 - c) Received notice from Council that a motion had been carried appointing the officers of the BIA for 2015.

10. **Farmer’s Market:** Will be starting May 14 at 8:30 a.m. and will be held once a week on Thursdays until the summer when it will be open Tuesday and Thursday. Director Agar asked about painting the green area of the info booth grounds. The Chair is going to ask Jeremy Adams about some type of covering. Director Doig is to contact June Laliberte about doing a 3 – D painting on the sidewalk or floor of the info booth ground.

11. **Date of next meeting** – Wednesday, September 9 or at the call of the chair.

12. Meeting was adjourned at 9:35 pm on a motion by Maureen Agar and seconded by Shelley McMillan.