

# Minutes of the Seaforth BIA Meeting Wednesday, October 8, 2014

## Municipal Offices (Town Hall)

Present: Chair Carolanne Doig, Directors: Shelly McMillan, Maureen Agar, Herb McGowan, Council Rep. Bob Fisher

Staff: EDO Jan Hawley

Regrets: Brenda Campbell, Kim Blok, Melody Hodgson

Guest: Dwain Forrest

The meeting was called to order at 7:01 p.m.

1. The Minutes of September 10<sup>th</sup> meeting were adopted as presented on a motion by Herb McGowan, seconded by Maureen Agar – *Motion carried.*

### **2. Business Arising from Minutes:**

- a. **Summerfest:** TD Funding Application - Shelley McMillan reported the need to change the date for 2015 and after some discussion it was recommended that the date be changed to Friday, July 10<sup>th</sup>. Maureen Agar and the Chair reported that they had not completed the TD Funding Application yet, but since they had done it in 2014 they felt that other than a date change there would not be much time involved and they will get this done right away. It was expressed that we are all very happy that the TD is so supportive and enthusiastic about this community event.
- b. **Rain Barrel TD Initiative:** Herb McGowan reported that he had completed and submitted the grant application for the rain barrel program as well as for the raised beds for the market garden. Director McMillan also reported that we could get some free rain barrels from Medd's car wash, if needed.
- c. **Christmas 2014:**
  - i. **Decorations** – In the absence of the rest of the sub-committee, Maureen Agar reported that she, and fellow directors Brenda Campbell, Melody Hodgson, and Kim Blok will make sure the tourism area beside CIBC is ready for viewing right after November 11. Maureen showed a picture of the wooden cut out figures that are currently being painted for this area. Carolanne agreed to help Maureen check out the lights in the town hall basement to see, which ones are working and available for use.

- ii. **Christmas Promotion** – Director McMillan reported that she was working on the marketing and advertising promotions. There is going to be a Christmas Shopping Challenge, which will allow shoppers to collect and submit five receipts from BIA businesses and have a chance to win Seaforth \$mart Money. This campaign will start November 12<sup>th</sup>. Shelley asked for clarification of her advertising budget and it was agreed that the EDO and the Chair would meet with Huron East Treasurer Paua Michiels on Tuesday, October 14<sup>th</sup> to determine guidelines for Director McMillan’s spending on this project.
  
- d. **Seaforth \$mart Money** –
  - i. **Launch** - Jan Hawley reported that the October 1<sup>st</sup> launch of the \$mart Money went off without a hitch and that already a good portion of the money had been sold. EDO Hawley commended the staff in the municipal office for their handling of this project.
  
  - ii. **Video Presentation** – in the absence of the subcommittee handling the video creation Jan reported that we can retrieve the video by typing in “**Seaforth Smart Money YouTube**”. The video is very effective and if it is made a bit more generic by removing reference to dates and perhaps even some storefront footage, and adding reference to our Shop Seaforth website [www.shopseaforth.ca](http://www.shopseaforth.ca), this video should serve the \$mart Money project well into the future. Congratulations to the subcommittee on a job well done.
  
- e. **Streetscape Plans** – Lights - Maureen reported that the municipality had been sent letters from the BIA, The Trust, and The Heritage Committee asking that Council consider the installation of decorative lighting on the Main St. portion of the town as the municipality is going to be replacing the street lights with LED ones. Although no concrete reply has been received to date, Agar reported that there is a considerable amount of time required for the installation of the lights and that before the installation gets to the Main St. there might be time to come up with a plan that works for everyone involved. Director Agar and EDO Hawley are going to check to see if there is some funding available for such a project and if it is eligible under any specific program.
  
- f. **BIA Awards** - EDO Hawley is working on the awards to be presented at the Wine and Cheese party. She is recommending a new award for “special events” and since there has been limited new building, etc. during 2014

discussion resulted in the suggestion that past Seaforth & Huron East Mayors be invited to the Wine and Cheese and be given an award recognizing their support of the Business Improvement Area Association over the years. Municipal BIA representative, Councillor Bob Fisher, has agreed to compile a list of mayors, who should be invited to the event and get it to EDO Hawley as soon as possible.

- g. **Electric Vehicle Charger** – Director Herb McGowan has been checking into this and has found it to be quite an expensive undertaking for very limited usage at this time. It was suggested that Herb speak with Dick Robinson and Neil McGavin to determine what kind of usage data they have for their vehicle chargers and report back at the next meeting.

### 3. Unfinished & Ongoing Business:

- a. **Welcome Bags** – Director Brenda Campbell was not in attendance, but had advised EDO Hawley that she had the bags at her office and they would be available to distribute in 2015, including at the Smart Money spring launch.
- b. **Goderich St. East** – Director Shelley McMillan reported that she had spoken with Chris Holman and he was waiting on a carpenter to assist with some improvements to his building. Since director Maureen Agar had recommended that something be done to camouflage the old gas pump structure, Director McGowan said he would talk to Brad Knight about this. Councillor Fisher reported that the municipality was inclined to stay out of this until the property was sold.
- c. **Annual Responsibilities** – Chair Doig had nothing to report at this time.
- d. **Review of Strategic Plan** – It was decided that the Chair, the EDO and Director McGowan, will meet before November 5 to go over the Strategic Plan and bring back a report on their progress as well as some recommendations for next steps and a time line. The Strat Plan and the 2015 budget will be reviewed in detail at the January 2015 meeting.
- e. **Doors Open and Art Unhinged Update** – EDO Hawley reported that the Doors Open and Art Unhinged project were both well received and supported. The painted doors will remain on display around town until they are auctioned off at the Seaforth Agricultural Society's Collectibles, Crafts, Gifts & Toys Show and Sale at the end of November.

- f. **Documentary of Cardno Hall by Rediscovering Canada Television** – EDO Hawley reported that documentary filmmaker, Chris Cooper of Rediscovering Canada Television, had returned and has completed a video of Cardno Hall, which included Mary Paige St. Onge singing in the hall. Mayor Bernie McLellan and Cathy Elliott also participated in the film in period costume. Jan will advise when the documentary will be aired.
4. **Correspondence:** There was no correspondence to report except that Chair Doig had received a call from Bill Brown at CKNX, who is doing radio interviews on Friday, October 17<sup>th</sup> in the morning from DD's Restaurant in Seaforth. Chair Doig has agreed to be interviewed on Friday at 9:20 a.m. and EDO Hawley will be interviewed at 9:35. The Seaforth Junior Curling Team and the Seaforth Centenaire hockey teams have also been asked for interviews.
5. **New Business:** No new business was brought up
6. **Adjournment:** The meeting was adjourned at 8:45 pm on a motion by Shelley McMillan.

Next meeting: Wednesday, November 5, 2014 at 7 p.m. town hall