

Minutes of the Seaforth BIA Meeting Wednesday, September 10, 2014

Municipal Offices (Town Hall), Seaforth ON

Present: Chair Carolanne Doig, Directors Shelly McMillan, Maureen Agar, Brenda Campbell, Kim Blok, Herb McGowan,

Municipal Staff: EDO Jan

Guests: Barb Horne & Pete Klaver. Press Whitney South

Regrets: Councillor Bob Fisher and Melody Hodgson.

The meeting was called to order at 8:03 p.m.

1. The Minutes of June 11 meeting were adopted as presented on a motion by Herb McGowan, seconded by Maureen Agar – motion carried.
2. Pete Klaver attended the meeting and to save time and allow him to return to work he was allowed to present his idea. Pete advised that if the BIA purchases and installs an electric car charging station he will allow the BIA to use a spot between his Commercial Hotel Apartment building and the Town Hall and he will pay for the ongoing hydro charges. We advised Mr. Klaver that we will get a price on the purchase and installation and consider his offer. **Mr. Klaver feels that an electric car charging station is of economic value to the community.**
3. Business Arising from Minutes:
 - a. Guest and TD representative, Barb Horne, gave an extensive overview of the Summerfest Event. It was felt that the event was a huge success from everyone's point of view. Barb advised that we should fill out the funding application for next year as soon as possible and set a date. It was decided to keep the same time frame so the date for 2015 will be Friday July 17. (The event has already been posted to the municipal electric calendar.) Maureen Agar and Carolanne Doig agreed to fill out the funding application and get it to the TD. Barb also spoke about a fund raising initiative that could benefit the Food Bank and this was a Rain Barrel painting competition in which families could take part. There is some paperwork involved in getting the TD to purchase the barrels and Herb McGowan agreed to work with Barb and Jason from the TD to get the process underway. It was suggested that perhaps promoting a sidewalk sale by the Main St. businesses might be considered as several visitors had asked about this. Barb Horne also said that there were

several other entertainment items that could be utilized at the event if funding was provided, such as a lagoon type ride. She also wondered about having the street dance back on the street as it was moved because of construction two years ago and remained at the arena in 2014. All of these things will be considered and discussed between now and the next Summerfest. Chair Doig and the rest of the BIA committee thanked Barb and the TD for all their hard work.

- b. Christmas 2014 – It was agreed to follow a similar program to the Christmas 2013 one which was considered quite successful. With this in mind EDO Hawley will send a note out to BIA members that there will be a \$50.00 subsidy for bows and cedar rope that can be ordered and picked up at Blooms 'n Rooms or Flower Magic. EDO Hawley will take a list of eligible members in to each flower shop to insure that only BIA members can charge these items. She will also advise businesses that as usual we request that no decorations be showing prior to Remembrance Day which falls on a Tuesday this year. We also will request that businesses be decorated and ready in time for the Santa Claus Parade November 28. This is the usual timeline. Brenda Campbell, Kim Blok, and Melody Hodgson have agreed to decorate the Tourist Info area for Christmas and will utilize some of the decorations stored in the basement of the town hall. Maureen Agar will assist them in this as the Trust has agreed to pay for the painting of Victorian figures currently stored in the basement. Chair Doig agreed to contact Brayden Pryce and get a quote on snow removal for this area. **(Received September 24, 2014.)** Shelly McMillan will look into advertising and EDO Jan Hawley advised us on what was available in our advertising and Christmas promo budget. The Wine & Cheese event is set and the wine is ordered. EDO Hawley will have a new category for an award relating to Special Events and has a candidate in mind.
- c. Streetscape Plans – Lights, Christmas Decorations. These tie in with the above report, but one additional item that came up was the fact that the municipality is going to be replacing the street lights with LED ones. Director Agar reported that the Trust had sent a letter asking that the town consider installing decorative period lights on the Main St. historic section to keep our Heritage Main St. looking even better. Chair Doig agreed to compose a letter and send it to Brad Knight. **(Sent to the municipality on September 25th)** **It was suggested by Agar that a partnership be formed to help pay for decorative style lighting.**

- d. Awards - as mentioned above EDO Jan Hawley is working on the awards to be presented at the Wine and Cheese.
 - e. Doors Unhinged and Doors Open – EDO Jan Hawley advised that there were some beautiful doors on display as part of this co-ordinated effort between the municipality and area artists and that there were several sites in Huron East taking part in the Doors Open program.
4. Unfinished & Ongoing Business:
- a. Welcome Boxes – Director Brenda Campbell advised that she would bring a sample of the bag that could be used for this program to the next meeting and at that time the BIA will review the budget and determine if purchasing a quantity of bags with the Seaforth Spirit logo and website on them would be possible. **It was suggested that the bags be handed out to anyone who purchased Seaforth \$mart Money.**
 - b. Seaforth \$mart Money – Directors Brenda Campbell & Kim Blok presented the revised version of a YouTube video showing how Seaforth \$mart Money can be used. The final product will be sent out to businesses in time for the upcoming next launch of the money October 1. EDO Jan Hawley presented the committee with a report compiled by her summer assistant showing where the money had been used to date.
 - c. Goderich St. East – Director Shelley McMillan reported that there was no change in this area and Director Maureen Agar recommended that something be done to camouflage the old gas pump structure.
 - d. Lions Club 90th Anniversary Celebration – Councillor Fisher was absent so there was no report on this.
 - e. Annual Responsibilities – Chair Doig had nothing to report at this time.
5. Correspondence: There was no correspondence.
6. New Business: No new business was brought up
7. Adjournment: The meeting was adjourned at 9.58 on a motion by Brenda Campbell.

Next meeting: Wednesday October 8, 2014 at 7 p.m. town hall