

Minutes
Seaforth Business Improvement Area Meeting
Monday, November 18, 2019 at 6pm
At Town Hall

Present:

Directors: Maureen Agar, Shannon Craig, Tracey McKee, Councillor Bob Fisher, Shelley McMillan
Municipal Staff: Jan Hawley, Economic Development Officer
Guests: Tanya Merner
Regrets: Kaleda Connell , Brenda Campbell, Shelley Lindner,

Chair Tracey McKee called the meeting to order at 6 p.m. and thanked everyone for coming.

1.0 Agenda was adopted on a motion by Shannon Craig, seconded by Shelley McMillan. Carried.

2.0 Deputation: Tanya Merner CKNX radio -presented 'Construction Zone-Passport to Savings' a CKNX initiative for radio advertising and promotion during construction in 2020 on Main Street. In short for \$390 a week for the BIA and \$50 a week for businesses we would receive 24 ads on their radio stations. Along with the ads was a suggestion for a Passport, where a you collect 12 stamps from BIA businesses to enter a contest to win prizes.

3.0 Minutes of October 9th, 2019
Moved by Shelley McMillan, seconded by Bob Fisher to accept minutes. Carried.

4.0 Business Arising from Minutes:

4.1) Construction on Main Street- Councillor Bob Fisher reminded everyone of the community meeting on Wednesday to present information about the construction on Main Street. A reminder will be sent to everyone. Councillor Bob suggested that an inquiry be made to the extra cost to have construction continue on Saturdays to speed up the process.

(4.2) Promotions during Construction will be discussed and decided within the next two months. The presentation from CKNX is one idea. The Ad Hoc Committee will delve into how to improve the back alleys, make them one ways, decorating.

(4.3) Christmas in Seaforth....is similar to last year with contest and advertising the same. 3500 mail outs for the 'Christmas in Seaforth' promotion were mailed out the first week of November. Director Shelley McMillan has all the radio station advertisements running. Paper ads in the Citizen, Expositor, and Clinton paper will be done over the month. We also have an ad in 'Stops along the Way'. Thank you gift cards will be purchased for the Municipal staff who help the BIA so much, and also the three 'elves' that helped decorate the Info Booth.

(4.4) Edo Jan Hawley reported that Kaleda Connell had contacted over 60 businesses and having meetings with 50 to date. Everyone seems pleased with the information they are receiving and what they are learning concerning re: Digital Main Street.

(4.5) The TD Bank has requested an invoice be sent to them re: Seaforth Summerfest. EDO Jan Hawley has sent the request to the treasurer.

(4.6) The AD Hoc Committee looking in to new Christmas decorations will be bringing ideas to the BIA in the early spring of 2020 so that they can be ordered for the 2020 Christmas season.

5.0 New Business

(5.1) EDO Jan Hawley and Secretary Maureen Agar joined in a conference call with 'Driftscape', Driftscape is a mobile app that provides a platform for local organizations to share site-specific stories, tours and events. For users, the app is free and it provides a great way to explore what's around you. Simply selecting what you're interested in and start walking. You'll be notified when there is something nearby. The cost is \$140 a month and EDO Jan Hawley would like to do it for Huron East and asked if the Seaforth BIA would like to partner for \$40 a month.

Motion made to enter in a contract with Driftscape. The BIA share of partnership with Municipality of Huron East will be \$40 a month by Shannon Craig, 2nd by Shelley McMillan. Carried.

(5.2) Discussion was held on how to market the downtown during the Cherrywood Challenge Quilt Show November 28-30th. It was decided to hand out envelopes with 'Shop to Win' information on it so to encourage the Quilt attendees to stop in town and do some shopping...then enter the contest. We will talk to Trina Merkel to ask her if this is ok with her as we would like to hand them out at the show.

6.0 Unfinished Business -

(6.1) A survey will be sent out to BIA members re: what advertising involvement do they want to have during construction. A meeting will be scheduled to talk solely about what the Seaforth BIA will do to promote the downtown business community during construction. Businesses need to be prepared for the possible six months of construction and how best to retain their customers.

7.0 Correspondence- The BIA received a Thank you from the Municipality for supporting the 'Ryan O'Reilly' day.

Next Meeting – December 16th, 2019 6 pm **(or at call of Chair.)**

Meeting was adjourned at 8:00 pm on a motion by Bob Fisher.