

**Minutes**  
**Seaforth Business Improvement Area Meeting**  
**Wednesday, October 6th, 2021 5:30 pm**  
**Seaforth District Community Centre**

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**Present:**

Directors: Maureen Agar, Councilor Bob Fisher, Shelly Stanley, George Hatjoulis, Shannon Craig, Kelly Miller, Randy Nixon

Municipal Staff:

Guests: Nancy DeGans, Liz Moir

**Regrets:** Laurie Guichelaar, Bevin Witmer

**1.0** Welcome everyone by Chair Shelly.

**2.0 Adopt Revised Agenda: (addition of deputation by CAO Brad McRoberts, draft budget) Bob Fisher moved to accept revised agenda of October 6th, 2021, seconded by Shannon Craig. Carried.**

**3.0 Deputations: CAO Brad McRoberts**

Mr. McRoberts introduced himself to the directors and guest of the Seaforth BIA. He spoke of preparing an Economic Plan for the Municipality of Huron East and wants input from the BIA about this plan as well as what we would like to see in a new EDO. The municipality is looking into hiring a 'Communication' person...whether full time or part of another position. We all spoke on the need for the correct information to be heard and not something through the grape vine. A suggestion was made to have a live video 'Chat with the CAO' where questions could be answered and important information could be presented.

**4.0 Minutes of September 13<sup>th</sup>, 2021**

**Moved by Shannon Craig, seconded by Randy Nixon to accept minutes of September 13, 2021. Carried.**

**5.0 Declaration of Conflict of Interest:** none

**6.0 Business Arising from Minutes:**

**(6.1) Bike Racks:** The special bike rack donated by 'Orr Insurance and Investments' in memory of Jan Hawley is ready to be installed and just waiting for John Hill to help install. Jeff Orr will be contacted at that time for a picture with this special bike.

**(6.2) Audio System: Balaklava Audio** has installed all of the hardware for our sound system. After a few tries the right level of sound was agreed upon. The Seaforth BIA will purchase a Spotify account so we have a selection of playlist to Play...especially for holidays etc.

**Motion made by Randy Nixon, seconded by Bob Fisher to purchase a Spotify account for the Seaforth BIA audio system. Carried.**

**(6.3) Ad Hoc Committes:**

**Advertising:**

- Shannon Craig, Randy Nixon and Laurie Guichelaar will work on radio ads as needed.

**Events:**

- BIA members will be asked to keep their lovely Seaforth Fair decorations up for October and enhance them for Hallowe'en. Councillor Bob Fisher offered a wine from Maelstrom and Beyond the Vines for the best BIA member

Hallowe'en costume worn on October 30<sup>th</sup> (Saturday) and posted on Facebook!

- Shop to Win going well
- Following Hallowe'en BIA members will be asked to display for Remembrance Day.
- The Seaforth Community Farmer's Market will be moving downtown for November. The Seaforth BIA will work to making **November 18<sup>th</sup> and 25<sup>th</sup> special 'Pre Christmas' shopping days.** The December 3<sup>rd</sup> draw for Shop to Win will be doubled to encourage shoppers to shop early (2 x \$100, 2 x \$75, 2 x \$50)

**Motion made by Kelly Miller, seconded by Randy Nixon to double the December 3<sup>rd</sup> draw to entice shoppers to shop on the 'Pre Christmas Extravaganza' days with the Farmers Market. Carried.**

#### **Strategic Plan:**

- The Strategic Committee will look to the next months to work on the 2021-2026 plan.

#### **Christmas/BIA:**

-Secretary Maureen reminded everyone that she had spoke with Kendra and Steve at Blooms n Rooms about the decorations that will be put in the flower baskets below the Christmas Orbs. They have a budget of \$1600 to put greenery and bows in each basket for the 16 poles.

-Secretary Maureen spoke to Kendra about the BIA members Christmas Decorations and it was decided that the BIA would support each business with \$30 amount.

-BIA members will be advised that Christmas window decorations will follow a theme of '**We need a little Christmas**' with a draw for People's Choice for favourite window. Entry ballots can be entered at Town Hall or 'Gifts of Arts and Foodies'. The winning BIA member window will receive \$100 in Seaforth BIA Gift Certificates and a random draw of people voting for the Winner will receive \$100 in gift certificates!

**Motion made by Randy Nixon, seconded by George Hatjolis to award \$100 in Seaforth BIA Gift Certificates to 'People's Choice for best window' and \$100 by random draw from people who chose winner of 'People's Choice'. Carried.**

-Seaforth's 'Shop to Win' will continue each month.

**(6.4) Facebook Posts:** Lots of likes on shares to Facebook and Instagram posts.

**(6.5) Council Presentation of BIA in 2020** will be done October 19<sup>th</sup>. Presentation of what has been done by the BIA in 2020 and 2021 as well as presentation of award from OBIAA.

## **7.0 New Business**

**(7.1) Murals-** The Huron East Hockey Mural has been installed and finished. After finding out the amount left in the Mural account the Lloyd Eisler mural will be worked on. An estimate of approx.. \$700 plus cost to install was presented to BIA.

**(7.2)** West Alley idea of using old 'Imagine' murals was discussed. A quote by schools to make frames will be requested so that they can be installed next year. The back alley needs cleaning up and this needs to be done so murals will enhance the area. The John Street parking lot needs to have maintenance done. Bob Hulley, owner of old Queen's property, will be contacted about planting a garden like the one at Robinson's to make entry to downtown Seaforth look good.

**(7.3)** Canadian banner flags will be purchased for Goderich Street. Since the BIA district encompasses some of the area on Goderich Street the Seaforth BIA will partner with the Municipality and purchase the banners if they purchase the brackets.

**Motion made by Kelly Miller, seconded by Randy Nixon to support the costs of Canadian flag banners up to \$2000.00 with partnership with Municipality buying the brackets. Carried.**

**(7.4)** The Draft Budget for 2022 was presented to the Seaforth BIA directors. Due to Covid some carryover was seen and that amount was put into reserves for projects in 2022. The BIA was able to accomplish quite a lot in 2021 even with Covid...especially Proud of the new audio system installed.

**Motion made by Randy Nixon, seconded by George Hatjolis to accept the Draft Budget and present it to the full membership on October 27<sup>th</sup>, 2021. Carried.**

## **8.0 Unfinished Business- none**

## **9.0 Correspondence-**

**(9.1)** Thank you cards were received from two winners of the 'Shop to Win' contest.

## **10.0**

**Next Meeting:** AGM will be called on October 27<sup>th</sup>, 2021 at 7 pm. Letters and budget will be sent to the membership this week.

## **11.0 Adjournment**

**Moved by Bob Fisher, seconded by Maureen Agar to adjourn meeting at 8:05 pm.**