



seaforth*spirit*

Minutes of the Seaforth BIA Meeting

Wednesday, October 14, 2015

Municipal Offices, Seaforth Town Hall

Present: Chair Melody Hodgson, Secretary Carolanne Doig, Directors Maureen Agar, Brenda Campbell, Shannon Craig, Shelly McMillan, Betty Small & Council Representative Bob Fisher,

Staff: Jan Hawley, EDO

Guests: Barb Horne, TD Canada Trust & Dawn Holman, Madica Tan Lines

Regrets: Kim Block

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

1. Chair Melody Hodgson welcomed board members & guests. She also asked if we could alter the order of the agenda slightly to accommodate our guests.
2. Minutes of the September 23rd, 2015 meeting were approved as presented on a motion by Maureen Agar and seconded by Shelley McMillan – *Motion carried.*

3. Business Arising from the Minutes:

a & c. “Christmas Shop for a Year” & Christmas Ad Campaign – After some discussion, it was agreed that the same amount of prize money in Seaforth \$smartmoney would be given out for 1st, 2nd, & 3rd place draw winners as last year (\$300, \$150, \$50). In addition, there will be a new “bonus prize” draw – \$smartmoney for a year at \$100.00 per month to be distributed monthly. Directors Maureen Agar and Shelley McMillan showed us the revised poster that will be printed for each merchant to show in their store. In addition, a large poster will be made to display in front of the tourist information booth for the season. An additional 1000 postcards will be printed and distributed to stores to assist in the advertising of this unique and new promotion. The cable channel will also be used and Director McMillan indicated the cost to use the cable channel is \$225.00/month totalling approximately \$350.00 for the Christmas campaign. To advertise in the Focus newspaper and the Huron Expositor the cost will be about \$500.00 for the back page of the Focus & the main ad in the centre of the Expositor. The ad

campaign will begin November 12th, but the actual paper will come out on Wednesday, November 11th. The Focus is circulated to about 22,000 homes. There will be a centre spread in the Expositor and participating merchants will be offered a great deal of \$100.00 for an ad in BOTH publications. Nancy DeGans, the Huron Expositor Advertising Manager is looking after the ads and will contact merchants to determine who wants to take part. It was determined that the basic ad total will be about \$1,300.00 including posters and postcards. Director McMillan felt that she would need more in her budget to make sure that everything is launched well. The “**No Tax**” weekend was also discussed and it was felt that it would work out if it was held on December 5th and 6th. The Chair advised that she would email the merchants to determine, who would be participating in the no-tax weekend.

Carolanne Doig presented a motion to allow Director McMillan the power to act on a budget up to \$3,500.00 for the Christmas ad campaign for 2015. Brenda Campbell seconded the motion. *Motion carried.*

b. Seaforth \$smartmoney – this was the subject of much of the previous discussion for a couple of reasons. We had reduced the amount of \$smartmoney in 2015 to allow some money to be set aside for the new Main Street lights. The result was that the second issue of the \$smartmoney was sold out before 3 p.m. on the launch date, October 5th. The committee discussed the merits of issuing a bonus issue of \$smartmoney or not. Since the \$500.00 in \$smartmoney that was originally delegated for the Christmas promo had been sold on October 5th and since the use of \$smartmoney is much easier than gift certificates, and since many people will benefit from an additional amount of \$smartmoney and since there was \$1,500.00 in our budget that could be used for more \$smartmoney, it was decided to issue a bonus edition.

A motion was made by Betty Small and seconded by Brenda Campbell that an additional \$15,000.00 of \$smartmoney be printed and launched on Friday, November 13. *Motion carried.* It was noted that direction would be given to the municipal office staff to strictly enforce the rules of purchase for this launch, which stated that a person had to be present at the time of purchase. **DONE IT WAS ALSO NOTED THAT \$1,700.00 OF \$SMARTMONEY MUST BE SET ASIDE FOR THE CHRISTMAS PROMOTION.**

d. **Tourist Bureau** – deferred to next meeting

At this point in the meeting the TD Canada Trust representative requested an opportunity to discuss the 2015 Summerfest and the 2016 event. Event coordinator Barb Horne was pleased to report that even though it rained in 2015, the event was still a success. There

were good crowds, great food vendors, and many more merchants took advantage of having their stores open during the event. Barb advised that the 2016 funding proposal would have to be submitted to the TD Canada Trust Bank very soon in order to meet its deadline. It was suggested that the proposal request be \$4,000.00, and that more money from the BIA be added to this event. It was felt that two bands are needed for this event and of course music is a major component of the event as per TD's requirements. Barb Horne reported that the lagoon and climbing wall were great successes, and she was actively looking for a magician and/or acrobats for 2016. She had been contacted by three radio stations, who offered to cover the event. Barb also said the road hockey component had to be organized sooner. One point of discussion was the cost of having the rental company supervise the entertainment equipment (eg. Lagoon, climbing wall, bouncy castle etc.) It was decided that even though volunteer help might save money, this was too much of a hassle and a potential liability issue in the case of injury and/or equipment problems. Maureen Agar agreed to work with the funder and get the funding application done right away. The date for the event is set for Friday, July 15th and the 2016 BIA budget will recognize the need for more funding when the budget is planned in early 2016. The event has been included on the Huron East Event Calendar already.

4. Business Arising from Minutes:

- a. **Parking Signage & Limits:** Councillor Fisher reported that Barry Mills was checking out signage, the availability of additional public parking, and its related winter maintenance.

- b. EDO Hawley indicated that she had several potential award winners as we have had several Main Street businesses make capital improvements to their storefronts etc. Other categories are being considered. These businesses will not be listed in the minutes to keep them a surprise. EDO Hawley will get awards ready for December 6th presentation, and will work with Max Bickford on the framing.

- c. **BIA Wine & Cheese:** Carolanne Doig reported that she just needed to know approximate numbers by the Monday before the event. She will pick up the wine when it is ready. EDO Hawley said she would invite Maelstrom Winery to set up a tasting table during the event. Since this is during the "NO TAX" weekend and stores might be busy on the Sunday, it was decided to change the time to 2-6 p.m. with the awards being presented at 5 p.m. to give merchants a chance to get to the golf club.

- d. **Christmas Decorations:** At this time the committee viewed three re-vamped wreaths for the Main Street lights. Kendra at Blooms n' Rooms had prepared three samples showing what they would look like with the Victorian style ribbon wrapped around the wreath. Everyone agreed that the double colour version looked best.

A motion was made by Carolanne Doig and seconded by Brenda Campbell that the BIA pay \$50.00/ wreath to have them done up in time for the Christmas Parade. *Motion carried.*

John Hill from the municipality will arrange to take six wreaths at a time to Blooms n' Rooms to facilitate the upgrade of the wreaths.

- e. **Crosswalk update:** Councillor Fisher asked the BIA for a letter of support in his mission to have a crosswalk from Market St. (north side) to the Town Hall. He believes that the County will help pay for this crosswalk. Chair Melody agreed to compose and present a letter in this regard.
- f. At this time the question of the installment of the new Main Street lights was discussed. EDO Hawley reported that she had spoken to Michelle Hjort of Real Term (Lighting Distributor), who has requested her firm have the lights installed by the Santa Claus Parade. This is the deadline everyone is aiming for; however, it will hinge on when the lights actually arrive in Huron East.

5. Unfinished and Ongoing Business:

- a. **Welcome Bags and coupon book:** After nearly two years of discussion, the welcome bag issue was still ongoing. Chair Hodgson passed around an example of a coupon book used by the Exeter BIA to fund its Christmas promos. The cost to print the book is about \$2.00 and they are sold for \$10.00. The Chair had done some research and found that not all merchants were happy with the system. After more discussion, it was decided that businesses will be invited to put a coupon or item in the welcome bags that will be handed out to new residents of Seaforth. It was determined that to prep 50 bags would be plenty for the immediate future. A letter will be composed and delivered to the merchants of Seaforth in January to be ready for spring movers.
- b. **Buy-Weekly Business Feature:** Deferred to 2016 with a note to notify photographers about the program.

- c. **BIA Website Updates:** Deferred to 2016
 - d. **Main Street Lights:** See notes above. The BIA is hoping to have the lights installed by the Seaforth Christmas Parade.
 - e. **Strategic Plan:** This was deferred to 2016 except that EDO Hawley advised that Huron East was developing a strategic plan and this would be helpful to our BIA as well.
 - f. **Capital Projects:** Things like street planters, sidewalks, benches, window boxes and bike racks will be deferred to 2016 and our budget planning. Chair Hodgson asked that all Board members bring an idea to the next meeting.
6. **Correspondence:** There was no correspondence.
- a. There were questions about what we give new businesses when they first open on Main Street. At this time, it was agreed to send them invitations to the BIA Wine & Cheese.
 - b. There was some discussion about the main intersection and the delayed green, advanced green light, etc. These concerns need to be clarified and taken to Barry Mills in the future.
7. Next meeting will be held November 18th, 2015.
- a. **Adjournment** – Motion was made by Carolanne Doig and seconded by Shelley McMillan to adjourn the meeting.

Approved by:

Chair Melody Hodgson

Secretary Carolanne Doig

