



Southampton Business Improvement Area
Approved
Board of Directors Meeting

APPROVED
MINUTES

Thursday, February 27, 2025, 5:30 pm

Location:	Southampton BIA Office, 201 High Street, Southampton
Board Members Present:	Sara Porter (Chair), Kendall Johnston-Sawyer, John Divinski
Board Members via Zoom	
Guests:	Connie Barker re: Pumpkinfest
Staff Present:	Lisa Mills, Coordinator and minute taker
Regrets:	Gurwinder Singh, Amanda Seaman

#	Description		Lead	Outcome
1	Call to Order	5:32 pm	Chair	
2	Land Acknowledgement	We want to acknowledge the Territory of the Anishinabek Nation: The People of the Three Fires known as Ojibway, Odawa, and Pottawatomie Nations. And further, to give thanks to the Chippewas of Saugeen and the Chippewas of Nawash, known collectively as the Saugeen Ojibway Nation, as the traditional keepers of this land.	Kendall	
3	Declarations of Pecuniary Interest	None declared	Chair	
4	Additions to Agenda	Connie Barker, Easter Event and Pumpkinfest - Connie is organising with the Chambettes, an Easter Egg Hunt at Jubilee Park on April 12 form 10-12 They are asking for \$200 for candy - 2025 marks the 40th Anniversary of Pumpkinfest and they are asking for \$5,000 from the BIA towards talent Connie will send a letter outlining the complete ask that will detail the benefits of Pumpkinfest to our area		TBD Awaiting letter
5	MOTION	<i>That the minutes of the January 23, 2025 Board Meeting be accepted</i>	Moved by Seconded Passed	Kendall J-S John Divinski Unanimously
6	Chair's Report		Chair	Report
		<ul style="list-style-type: none"> OBIAA - Kay Matthews is retiring after a fantastic run as executive director of OBIAA 		

	MOTION	<ul style="list-style-type: none"> OBIAA has developed a social media campaign focused on “My Mainstreet Canada” that included logos and icons for use by BIAs and individual businesses OBIAA Education Committee is looking to host more 1 day conferences, and Sara suggests that Southampton host a day for rural BIA’s in 2026 Conference - will be attended by Sara and Kendall Gathering Space in front of Town Hall and Library <ul style="list-style-type: none"> Boundary Expansion - Sara will be delivering letters of intent to new members in Saugeen Twp, , in person by mid February <i>That the Southampton BIA move forward with next steps regarding Boundary Expansion to include Saugeen Township and as far as the North end Port Elgin sign</i> High Street Revitalisation Sara has requested that, if possible, work begins with the Grosvenor to Albert Block so it may be (more or less), complete for at least part of the summer. Southampton Arts Sara met with Fred Kuntz, Chair of the Southampton Arts Alliance to discuss SA plans moving forward and whether the SBIA could use the Firehall Room over the course of construction to be the face of the BIA and the source for information 	Moved by Seconded Passed	<p>“</p> <p>Sara will be sending a letter on behalf of the BIA asking that the space in front of the Town Hall and Library be re-configured to be a gathering space with shade, great seating and possibly some sort of interactive activity. It would make sense to do this when the street and sidewalks are being worked on this year</p> <p>Kendall J-S John Divinski Unanimously Tender issue Mar 3 Tender close Mar 25 Schedule will be determined upon choice of contractor SA declined opportunity to collaborate</p>
7	Coordinator’s Report		Staff	Report
		<ul style="list-style-type: none"> No report 		
8	Treasurer’s Report		Treasurer	Report
		<ul style="list-style-type: none"> On track, awaiting GL from Town to Dec 2024 so we can reconcile our 2024 spending 	Lisa/Town	
		<ul style="list-style-type: none"> 2024 and 2025 budgets attached along with list of transactions 	Lisa	Spending is on track
9	Strategic Planning and	Promotional Events		
9.1	Promo & Events		Sara	Report
	<ul style="list-style-type: none"> 2025 events 	Sara has made the heroic effort of creating a digital magazine	Sara	

		<p>featuring all things Southampton to see, do, shop, and dine making use of our growing banks of visual assets</p> <p>March - This book can sit on our website as a pdf and it can also be printed</p> <p>Further, for approximately \$800 a year, this app can be launched as a flip book on our website that has a number of tracking integrations</p> <p>Bookmark or post card for placement in all businesses listing year's events and promotions</p> <p>Upcoming::</p> <p>March 17 Leprechaun Leap</p> <p>April - Spring Fling Wine & Cheese Festival</p> <p>May - Mothers Day - Self care promo with voucher</p> <p>June - 3Sheets sponsoring concert at the Coliseum supporting SMHF</p> <p>July - Bingo event at Marine Heritage Festival</p> <p>August - Shindig on High Street</p> <p>October - Ladies at the Lake -Saturday shopping event with in-store activities</p> <p>Live at the Lake Saturday night dance at Town Hall</p> <p>November - Sparkles</p> <p>November/December - Christmas at the Shores with Port Elgin BIA includes separate tree lightings, weekend of craft and artisan fairs, ladies sip and shop evening, mens shop and game day</p> <p>Festive Fridays - Horse Drawn Wagon Rides</p> <p>Santa Summit - 3rd Annual</p>		<p>Lisa will get estimates for printing a portion of the book</p> <p>Board to consider value of investment</p> <p>Lisa to get estimates</p> <p>Eventbrite page being finalised (Lisa)</p> <p>Sara finalising participants</p> <p>TBD</p> <p>Sara to request 2 tickets for giveaway</p> <p>Aug 9</p>
9.2	Streetscape		Kendall	Report
	•	• No Report		
9.3	Membership			
		<ul style="list-style-type: none"> • Social after the HSR tender has been issued to discuss schedule and roll out • At the same time, publicly thank Eugene and Noelle Barone for all of their wonderful contributions and wish them best for their retirement 		April 15, 7pm
10	Town		John Divinski	
		<ul style="list-style-type: none"> • Sewers on High Street have been measured, construction still slated for Mid May • Cenotaph decision for April but likely there will be not be additional sculpture on the Boulevard due to space 		
	MOTION	<i>That the Chair, Coordinator, Treasurer and all Committee Reports be accepted as presented.</i>	Moved by: Seconded by: Passed	John Kendall Unanimously
11	New Business			

		<i>Motion, if required</i>		
12	Future Meeting Dates	All at the BIA Office unless otherwise organised		
	Promo & Events •General planning	Monday, March 4, breakfast at Lighthouse	9am	
	Board Meeting	4th Thursday of each month • Thursday, March 27th	5:30 pm	
13	Meeting Adjourned	7:02pm		