



Southampton Business Improvement Area  
Board of Directors Meeting

MINUTES

Thursday, May 22, 2025, 5:30 pm

<b>Location:</b>	Southampton BIA Office, 201 High Street, Southampton
<b>Board Members Present:</b>	Sara Porter (Chair), Melanie Myers (Treasurer), Kendall Johnston-Sawyer (Streetscape), John Divinski (Town of Saugeen Shores), Amanda Seaman, Gurwinder Singh
<b>Board Members via Zoom</b>	
<b>Guests:</b>	None
<b>Staff Present:</b>	Lisa Mills, Coordinator and minute taker
<b>Regrets:</b>	None

#	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.	John	
3	Declarations of Pecuniary Interest	None declared	Chair	
4	Additions to Agenda	None		
5	<b>MOTION</b>	:	Moved by Seconded Passed	Melanie Myers Amanda Seaman Unanimously
6	Chair's Report		Chair	Report
		<ul style="list-style-type: none"> <li>High Street Revitalisation - began Tuesday, May 20th with set up of temporary traffic and direction lights</li> <li>Sara and Lisa to meet with the construction company's liaison and we hope to get a tighter timeline of events</li> </ul>	Sara, Lisa	

		<ul style="list-style-type: none"> <li>• The BIA will be hosting “Construction Watch Parties” on Thursday evenings beginning in June on the lawn of the Town Hall and business owners and residents are all invited to come and visit, play games and then join Chair at Cruiser Night for the weekly announcement of winner or \$100 gift voucher for use in any business on High Street in the construction zone Ballots for draws will be given at POS, 1 for every \$25 spent and the voucher is good until Oct 31</li> <li>• 400 branded blue sand pails and shovels will be distributed to businesses for distribution as they choose The cost of these came out of the Town’s</li> <li>• Sara will be leading a delegation to Council (awaiting date), to inform them of our year to date and the plans to come. ALSO, to advocate for the space in front of the Town Hall and Library be a gathering space with shade, great seating and possibly some sort of interactive activity. The BIA would also like to suggest that the Town install exterior showers at the change/washrooms at the Beach (at some future date - see Grand Bend for reference. The idea is that day trippers, particularly cyclists and bikers, may wish to shower prior to dining out in Southampton.</li> <li>• Gran Fondo - Lisa and Sara met with Martin Graham from the SMHF asking how best GF can engage High Street Businesses. Sara suggested that there could be some sort of event at Shindig that would encourage donations to SMHF - possibly a bed race</li> <li>• Break in - Vintage Vault on High Street (not a BIA member as that building is not zoned commercial), was broken into with much damage and theft.</li> <li>• Vicinity - an app developed especially for BIAs. Sara and Kendall met the developers at the OBIAA Conference and Lisa and Sara subsequently had a phone conference to investigate the possibility of SS becoming a test market in North America. The app not only has more functionality than a traditional website in terms of showing a business directory, it will also accommodate updates by owners to feature sales, promotions, events, and will allow the BIA to create a more immersive experience with both Members and the public. It would also accommodate tourist-oriented activities such as maps for walks and cycling, event maps (Santa Summit or Wine and Cheese Fest) and loyalty programmes. Finally, the app would allow the BIA to easily track and collect data about users and events. It is becoming absolutely necessary that the BIA be collecting data on events and activity in order to support our applications for funding and demonstrating the viability of our initiatives with Members and the Town. The app is presently all inclusive with programmes beginning at \$15 - 20,000, While this seems expensive, the result may be well worth it and we will investigate partnering with the Town, County and PEBIA to share costs under the Explore the Shores umbrella</li> </ul>	<p>Sara, Lisa</p> <p>Promo &amp; Events Comm.</p> <p>Sara</p>	<p>John Divinski encourages as many of the Board as possible to attend this with Sara.</p> <p>Sara suggested that as long as they don’t plan on closing the street and keep the start and finish lines either at the Flag or Martin’s, they will be fine.</p> <p>No arrests yet. Sara did extend the concern of the BIA to the VV owner.</p> <p>Awaiting a link for a dummy site so we can investigate the back end of the app as well as a quote for the app based on SBIA (and possibly) PEBIA becoming a test location</p> <p><a href="https://www.getvicinity.com/canada-bias">https://www.getvicinity.com/canada-bias</a></p>
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7	Coordinator’s Report		Staff	Report
		<ul style="list-style-type: none"> <li>No report</li> </ul>		
8	Treasurer’s Report		Treasurer	Report
		<ul style="list-style-type: none"> <li>GL received and Lisa will proceed with reconciling 2024</li> <li>Kendal is happy to hand over Treasurer duties to Melanie Myers</li> </ul>	Lisa/Town	Town advised to add MM to CapturePoint
		<ul style="list-style-type: none"> <li>Spending on track to date</li> </ul>	Lisa	Spending is on track
9	Strategic Planning and	Promotional Events		
9.1	Promo & Events	NEXT MEETING MAY 28, 5:30PM AT BIA OFFICE	Sara	Report
	2025 events	<p>Event bookmarks have been distributed to all businesses listing year’s events and promotions NOTE: Being revised and additional printing to correct Marine Heritage Artisan and Tastes Market (not Farmers’ Market)</p> <p><b>Past events:</b> <i>Wine &amp; Cheese Festival</i> was a great success with over 250 tastes sold (at \$10 each), and 6 locations The event broke even. Gurwinder says there was uptake on wine purchases at SMM, the Barrel Maker wants to come for both days next year with a more comprehensive build and a bigger fire! Coffin Ridge Winery and Roost Winery both asked to return next year and Sara will actively recruit additional Ontario wineries to participate next year</p> <p><i>Easter Egg Hunt</i> - organised by Connie Barker, Chambettes and Rotary at Jubilee Park. SBIA paid \$230 for candy (matched by Southampton vendors), and we will accommodate this amount in our budget next year. Wildly successful with over 1,000 participants</p> <p><b>Upcoming:</b>  June - 3Sheets sponsoring concert at the Coliseum supporting SMHF  June - October - SBIA Shop and Win - For every \$25 spent at affected businesses (Grosvenor to Victoria), shoppers and diners will receive one ballot for entry to weekly draw for \$100 voucher to be used before October 31st  June - October - Construction Watch Party, Thursday on the lawn at the Town Hall to encourage business owners to drop by and chat, play corn hole and encourage residents and visitors to stop by for some fun before heading downtown on</p>	Lisa  Sara          Beginning June -	Sara to request 2 tickets for giveaway Lisa to create ballot and boxes   Lisa will create a media release for this

		<p>onwards to Cruiser Cruise Night</p> <p>July - Comicon - last year's inaugural event saw over 3000 line up to gain entry at the Coliseum This year's event is expected to host even more attendees and has expanded to the Annex. The organiser met with Sara and Lisa to discuss how attendees can be encouraged to visit businesses</p> <p>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>Harp Festival at Unifor</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><b>Gift Card update:</b> 60% of purchased or won cards have been activated of those, 50% have been used</p>	<p>-encourage business owners to dress up, BIA will also have signage and a table at the event</p> <p>July 26</p> <p>Aug 9</p> <p>Oct 17-19</p> <p>Oct 18</p> <p>Oct 17-19</p> <p>Nov 20</p> <p>Nov 22</p> <p>Nov 28, Dec 5, 12, 19</p> <p>Dec 19</p>	<p>Investigate downtown photo contestscavenger hunt with in-store hidden Comicon items</p> <p>And cornhole games</p> <p>BIA will offer attendees free admittance to LATL Dance</p> <p>Need to promote the card more</p>
9.2	Streetscape		Kendall	Report
	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>Funds have been sourced through the Town, Spruce the Bruce and the BIA for a mural by Emily Kewageshig and Taylor Cameron on the Bell Building (Hwy 21 and Landsdowne) as well as for large illuminated letters SOUTH to go on the west lawn of the Town Hall HUGE thanks to Amanda Monaghan at the Town for wrangling the funds with the STB application and the Town</li> </ul>	<p>Installation anticipated this summer</p>	<p>Media Release to come</p>
9.3	Membership			
		<ul style="list-style-type: none"> <li>Time to celebrate the efforts of the SBIA for the past 11 years to see HSR to fruition <i>Sara indicated that we may be the only BIA in Ontario that has led this type of project</i></li> </ul>		<p>Media Release to come</p> <p>Lisa to create timeline from 2014 to date</p>
10	Town		John Divinski	Report
		<ul style="list-style-type: none"> <li>John provided a copy of the MOU between the Collingwood BIA and their Council</li> </ul>	<p>MOU between SBIA and PEBIA presently being worked on by Amanda Monaghan and both BIAs</p>	

		<ul style="list-style-type: none"> <li>Council will be voting on Monday the 26th on the request by Southampton Arts for \$50,000 for each of the next three years</li> </ul>		
	<b>MOTION</b>	<i>That the Chair, Coordinator, Treasurer and all Committee Reports be accepted as presented.</i>	Moved by: Seconded by: Passed	Kendall Johnston John Divinski Unanimously
11	<b>New Business</b>			
		<i>Motion, if required</i>		
12	<b>Future Meeting Dates</b>	All at the BIA Office unless otherwise organised		
	<b>Promo &amp; Events</b> •General planning	Wednesday,, May 28 at BIA office	5:30pm	
	<b>Board Meetings</b> <b>Next Meeting</b>	4th Thursday of each month • Thursday, June 26th	5:30 pm	
13	<b>Meeting Adjourned</b>	6:42pm		