

## **SBIA BOARD MEETING MINUTES**

**MAY 26, 2022**

Via Zoom

**Present:** Bruce Martin, Chris Robinson, John Divinski, Paul Schendel, Sara Porter, Lisa Mills

**Regrets:** Justin Niklaus

**1. Call to Order: 3:59 pm**

**2. Additions to Agenda:**

None

**3. Declaration of Pecuniary Interest**

None declared

**4. Motion to adopt Minutes of April 28, 2022**

Moved by Sara Porter

Seconded by Paul Schendel

Passed unanimously

**5. Chair's Report**

None

**6. Coordinator's Report**

a) Suggest posting Board Meeting Minutes on the new BIA website (Southamptonbia.com), hosted by Tourist Town. There is a spot at the bottom of the home page where minutes may be uploaded. John Divinski suggested that we proceed with the May Minutes, once approved by all Board Members. Approved Minutes and a newsletter will also be emailed to Membership monthly.

b) AGM and Board Elections The first post election Council Meeting will be November 12th and some Board Members would like to revert to having the AGM and Board Elections shortly after Municipal Elections (as the BIA is obliged to hold elections the same year as the Municipality, or as Bruce Martin suggests, fairly close to that date. Bruce feels that as the Fiscal Year Ends December 31st, that it makes sense to have the AGM and Election in the New Year so that the new budget can be proposed and adopted at the same time.

c) We will need to set up a Nominating Committee. Lisa will forward the SBIA Bylaws along with the OBIAA Handbook for reference however it seems that nominations may be done by an interested party submitting their name, provided they are a voting Member. Voting or term renewals would take place at the AGM, the Board

will decide on it's Officers amongst itself and the new Board is put before Town Council for formal appointment.

d) A call for nominations will be sent out via email, social media and personal recommendations in the Fall

e) We will set a date for the AGM next month (June)

## **7. Promotions and Events, Paul Schendel**

a) Music on High - 10 sponsors have been procured and 8 performers. Dave Rudell is looking for two more acts.

b) We will be distributing a BIA window decal with QR code that leads directly to BIA website Size is 6x6" and Lisa will confirm whether or not the adhesive is re-positionable

c) FlagQuest - the Committee will be distributing packages starting week of June 1st with an outline of the FlagQuest contest, a request for a prize and a request for each participant's code word. All participating businesses will have ballots for distribution along with a window poster.

d) John Divinski asks how the BIA can support other community events such as Rotary's Toonies for Tom event June 12th. This event will close High Street's main commercial block from 10am to 5pm. While businesses on this block have historically resisted closing of the street, we should look at this as an opportunity to see how the event is received by both businesses and the public. The BIA will promote the fact that their doors will be open during the event.

e) John also suggests that the BIA openly support Gran Fondo, if only by having social media and window signs offering best wishes to the riders. John is going to connect with Tracy Murray to make a presentation at the next Board meeting to make recommendations as to how the BIA can best support Gran Fondo and have its participants engage with local businesses.

## **6. Streetscape Report, Bruce Martin**

a) High Street Renewal Project. The Committee has instructed John MacDonald to proceed with the development of a formal presentation outlining their recommendations. This would then be presented for public consultation in July.

b) Bruce has consulted with Heather Hyde, Economic Development Office with the Town regarding a Parking Strategy for downtown Southampton. While there is no budget for a formal parking study, a strategy would address the question of "Where do People Park?" and identify all available parking areas. Sara noted that she often sees vehicles belonging to people residing in High Street flats parked on the main street, as opposed to their assigned parking spaces at the rear of their buildings. Ditto Business Owners and employees parking on High Street instead of assigned parking or at the Coliseum

c) John hopes that should the new plan propose traffic calming curb extensions, they be temporary (removed for winter season) and be beautifully landscaped and engaging. Please find attached a couple of articles explaining the purpose and benefits of curb extensions along with a radio piece from the CBC on March 24th.

**7. Membership Committee Report, Sara Porter**

- a) Sara and John have been canvassing businesses to share the benefits of BIA Membership, gauge interest for a Kindness Campaign (discussed April Meeting) and see if most would be amenable to have the BIA Window Decal
- b) Kindness Campaign - John will ask the Town about applying a Kindness sign to the Coliseum
- b) Sara is developing a welcome package for new businesses that will be personally delivered.

**8. Report from Town, John Divinski**

It appears that there will be no SS Trolley this year due to lack of qualified driver(s) and liability costs. Chris asked if it is possible to find out what those costs might be as the Trolley is a wonderful addition to both towns. John will investigate. If, in fact, the Trolley will not run, the Town should remove signage.

**9. Next Meeting: June 23rd, 4pm at the BIA Office**

**10. Meeting adjourned at 5:05pm.**

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