

June 22, 2023
SBIA BOARD MEETING MINUTES

Attending:: Sara Porter, Jaris Edwards, John Divinski, Kendall Johnston-Sawyer, Paul Schendel, Lisa Mills
Regrets: Janine King

ITEM	ACTION	RESP.
1. Call to Order, 5:41pm		
2. Additions to Agenda		
	a) Job Fairs - Bruce County Economic Development - Letter follows	
	b) Port Elgin BIA status - John will ask if there is an update on the viability of the Port Elgin BIA Paul asked for Board to support Lisa helping either in the interim or moving forward as their coordinator (in addition to the SBIA's)	
	c) TIAO survey re CEBA Debt - Letter follows	
3. Requests for declarations of pecuniary interest(s)	None	
4. Motion to accept minutes from May 25, 2023 Board Meeting		<i>Moved by Kendall Johnston-Sawyer Seconded by Jaris Edwards Carried</i>
5. Chair's Report, Sara Porter		
	a) HSRP Presentation to Council June 12, 2023 In attendance were Sara Porter (presenter), Bruce Martin, Chris Robinson (HSRP Committee), and Paul Schendel, (SBIA Board)	
	Following are notes taken by Lisa after Sara's presentation: Comment from Councillor Grace: Thanks to the BIA team and the Committee. Especially noted that not only are you volunteers, you are also business owners. Cheryl raised an anecdote about a conversation she had with a newer resident and when asked why they moved here," because it's so beautiful". Cheryl noted that the street seriously needs upgrading and accessibility for pedestrians, cyclists	
	Deputy Mayor Huber especially appreciates the illustration of "curb extensions" and how this favours pedestrians. She also noted that marked parking spots make a difference to appropriate positioning of cars. The Deputy Mayor also commented that this is a legacy investment for the next 20 or 30 years and that infrastructure improvements are sorely needed.	
	Councillor Divinski admitted paternity for the SBIA. He stated that we (SBIA Board),feel confident that this concept is going to work. In fact, the low hanging fruit is making High and Grosvenor a four way stop. Also at High Street and Victoria. THIS WOULD TAKE PLACE IN 2024 He also suggested that the size of vehicles parking closest to intersections - first two spots in each direction would be for small vehicles only, would immensely improve sight lines. Councillor Divinski also proposed removing boulevard on High East of Albert and that greenery from suggested boulevard on High above Albert to sides of street.	
	Finally, Councillor Divinski recognized the hard work of the Committee, the work and input of all Members of the BIA. and looks forward to the next steps.	

Mayor Charbonneau

“Thanks to Sara and Committee, and that the BIA picked up the gauntlet from the Town”

He further commented on the great video, exceptional outreach to community and Membership. “It’s a pretty good plan and the Town will take the submission very seriously and ask for a Staff Report, then go forward with realities of a plan and budget. We will take those steps”, the Mayor said.

Lisa Thompson, Minister of Agriculture, Food and Rural Affairs was in attendance at that Council Meeting and related that RED Grants were oversubscribed by 10M. She recommends that Mayor Charbonneau reach out to Kincardine and Wingham and their successful renewal plans.

b) Change to SBIA catchment area - Lisa will contact Dawn Mittelholtz to enquire exactly what steps need to be taken to enlarge our boundaries.

6. Coordinator’s Report, Lisa Mills

None

7. Treasurer’s Report, Janine King

None

8. Promotions and Events Committee, Sara Porter

a) Music on High

- Posters are being distributed to Members along with requests for volunteers.

- John also suggested posters be delivered to the Radio Station

Lisa will also email Sponsors reminding them about help with set up and pedestrian control

- for 2024, the Committee is suggesting that MoH be held twice during the summer, following each long weekend with an afternoon of music in restaurants, on patios and on the street

b) Upcoming Prance Craft Fair, June 29

- Lisa has messaged restaurants noting this may be a good lunch opportunity

c) Canada Day

- Chamber will host fireworks, provided conditions permit, and Rotary will be sponsoring music and popcorn at the Flag

- Sara will pick up some flags to put in the street planters and will submit receipts

d) FlagQuest, July 17-23

Canvassing to commence on Monday the 26th for Donations and to post window info

e) Author Reading, October 5

- Dan Needles at the Town Hall
Sara met a local mystery writer who would be interested in an evening next year.

f) Live at the Lake, October 13-15

Sara has been getting feedback and we hope to have artwork for a bookmark ready the last week of June.

9. Membership Committee, Paul Schendel

Paul has visited two new Associate Members, Siggie Buehler and Julie Gottschalk and has a few more on his list

Paul also noted that the Kiosks have been returned in hopes they can be brought up to code and installed

10. Streetscape Report, Kendal Johnston-Sawyer

Kendall has asked the Town to put up the Marine Heritage Flag Quest pennants before the 17th

11. Town Report, John Divinski

- a) *a note* was received by Kara Van Myal from a visitor to the area who commented on what a wonderful town we have. "My name is Karen Grasser. I was just in your town of Southampton on the weekend, had the most wonderful time and basically want to talk to you about how your town is run as far as economics and everything else. We own a business in North Bay and we were just so impressed with the cleanliness and the town life that you have in your downtown core. It was just amazing. No hurry at all, but just if you have a few minutes to chat, I would love to speak to you. Thank you very much."
- b) *Southampton Town Hall Wifi*
IT, in conjunction with all stakeholders (Eastlink, Art Gallery/School, Community Services, SBIA), have connected all necessary equipment and wiring to provide wifi to tenants of the Town Hall and Auditorium. This will enhance the services available to renters at the Southampton Town Hall
- c) *Roundabout, McNabb/Hwy 21 Pre-Engineering*
The consultant is assembling base information, developing traffic models, and preparing for data collection and site visits. A Public Information Session will be held before the Labour Day Weekend.
- d) *Town Beautification*
The downtown areas are ready for summer. The seasonal horticultural planting including hanging baskets, ground beds and ground pots have been planted and placed, all street furniture including benches, chairs and waste containers have been deployed.
- e) *Waterfront*
The beaches are ready for the summer rush. The spring beach clean-up is wrapping up, accessible mats have been placed, and facilities are now open.

12. Next Meeting

Thursday, July 20, 5:30PM

13. Meeting Adjourned

Who knows? It was chaos!!

Bruce County Economic Development re: Job Fairs

Good evening folks, I hope this email reaches you well and you're staying cool in this warm weather we're finally starting to get.

We recently met with our colleagues over in Grey County Economic Development and a conversation sparked about all of the successful job/career fairs & employer events that occurred this past spring. We collectively wanted to find out if there might be possible collaboration opportunities for next years events and chart out how best to support. We fully realize it's early to start the discussions, but assuming many of you will also be starting your 2024 budget planning/work plans in the near future. This is just a starting discussion and debrief as to how things went this year, participation rates, what went right and what went wrong, and to explore potential opportunities for next year.

Potential idea's to chat about

- larger collective events
- multiple smaller events with collective marketing
- themed/industry specific events, Agriculture, Tourism, Energy etc.
- Job fairs, Career fairs & Employer round tables
- open to any and all idea's that work for the collective groups

We're planning to connect next Thursday morning, June 29th at 10:30am for anyone who is interested to be part of the discussion. Please let me know and I'll send over a meeting invite.

Pierre Valley

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TIAO LETTER ON NEXT PAGE

ADVOCACY in ACTION: TIAO Renews Call for Debt Relief

This week, TIAO President and CEO, Chris Bloore, met with the Honourable Neil Lumsden, Minister of Tourism, Culture and Sport on the issue of debt load. The Minister has been an advocate on this topic, supporting TIAO's calls for debt relief for the industry. We thank the Minister for his continued support as we look to alleviate the burdensome debt loads on Ontario tourism businesses and allow them to benefit from rising visitor demand and return to a sense of normalcy in operations.

Earlier this week, with the support of TIAO and other members of the Provincial and Territorial Tourism Industry Association (PTTIA), the Tourism Industry Association of Canada (TIAC) [released](#) new survey research showing that 45% of Canada's tourism businesses may close within the next three years without government intervention into their mounting debt load.

Conducted by Nanos Research, the survey found that 55% of tourism sector businesses are not confident that they will have the ability to repay the Canada Emergency Business Account (CEBA), the Regional Relief and Recovery Fund (RRRF), and the Highly Affected Sectors Credit Availability Program (HASCAP) loans in the next two years. 51% of tourism businesses reported having over \$100,000 in outstanding debt from loans, lines of credit, or other credit facilities, with almost one-third (29.7%) of all operators reporting more than \$250,000 in outstanding debt.

Based on these findings, TIAC, TIAO (as a member of the PTTIA), and the PTTIA are calling on the federal government to help address this important issue by:

- Extending the zero-interest repayment deadline for the CEBA loan to December 31, 2025;
- Increasing the forgivable portion of the CEBA loan to \$30,000 (or 50%) if fully repaid before December 31, 2024, and maintaining the current forgivable portion of \$20,000 (or 33.3%) if fully repaid by December 31, 2025; and,
- Modifying the RRRF and HASCAP loans in a similar fashion to allow more time and flexibility in repayment terms.

TIAO has been advocating for debt relief for tourism businesses for the past 22 months. Through our meetings with provincial partners, we were able to successfully advocate for the extension of the zero-interest repayment deadline for CEBA and RRRF loans (from December 31, 2022 to December 31, 2023), allowing more businesses to qualify for partial loan forgiveness. But given the slow pace of tourism recovery, this was not enough.

Alongside TIAC, the PTTIA, and our industry partners, TIAO will continue to advocate for debt relief to ensure the recovery, growth, and sustainability of Ontario's tourism industry.

Last week, TIAO also met with the Honourable Monte McNaughton, Minister of Labour, Immigration, Training and Skills Development. Another champion for the tourism industry, the Minister was interested in an update on what the summer is forecasted to look like for tourism businesses. The discussion also covered future portable benefits legislation and how TIAO was working with employers to create a

sustainable tourism workforce.

