

SBIA BOARD DRAFT MEETING MINUTES
OCTOBER 20, 2022
BIA BOARD OFFICE

Present: Bruce Martin, Chris Robinson, John Divinski, Paul Schendel, Sara Porter, Lisa Mills
Regrets: Justin Niklaus

1. Call to Order: 4:10 pm

2. Additions to Agenda:

Sara Porter will Chair the meeting
2023 Budget Discussion
Move AGM to November 22 so our Councillors may attend

3. Declaration of Pecuniary Interest

None declared

4. Chair Report

None

5. Coordinator's Report

- a) AGM - Move date to November 22nd so as not to conflict with Town's installation of new Council
Lisa will email and post to socials and website a notice of the AGM
- b) November 10, Kay Matthews from the OBIAA will be coming to offer an onboarding presentation to the new Board about Board Governance, responsibilities, relationships with Municipality, OBIAA Resources etc. Present and new Board members are asked to attend along with Heather Hyde and Shanna Reid from the Town
The Town is picking up the cost of this.

6. Treasurer's Report, Bruce Martin

- a) **2022 Budget** remains on track with the majority of expenses to date under the Admin category and Events and Promotions;
Treasurer Martin re-iterated that any additional expenses for the High Street Renewal Study can come from the unused Street Furnishings budget

b) 2023 Budget

The meeting was closed at this point so the Board could discuss Administrative costs without Lisa Mills's presence

The following budget breakdown was suggested and will be more specifically broken down by sub-category at the next meeting (in two weeks), to specifically address the budget for 2023:

Promotions and Events	\$20,000
Streetscape	\$20,000
Administration	\$20,000

The Administration bump reflects a wage increase for the Coordinator from \$18 to 20 per hour .

The New Board will, with the Coordinator, update the job description and confirm the contract
This Motion was Proposed by Chris Robinson and seconded by Sara Porter. It was passed unanimously.

c) Levy

Bruce Martin has spoken with Interim Town Clerk, Deborah Roth, regarding the BIA Levy and confirmed that the BIA would need a “compelling reason” to increase the levy and that this likely wouldn’t happen as long as there are reserves. The discussion turned to whether or not Port Elgin’s levy is greater than Southampton’s (it is, by a few thousand dollars), and could the levies be reviewed such that they be equalized or proportional. Bruce Martin will confer with Daniel Waechter.

7. Streetscape Report, Bruce Martin

- The High Street Renewal Committee with Kristin Shrider, Community Services Director, to assess possible parking opportunities adjacent to the downtown core has moved to a recommendation that any existing by-law be adjusted to accommodate additional parking at the Coliseum, and the lower block of High Street by the Flag
- The Legion has struck a committee for Cenotaph Improvement and will work with Streetscape. One thing they did comment on is the placement of poppies into the pavement and that goes against poppy protocol - they can’t be tread upon or driven over
- Bruce Martin will confer with JMA to determine the cost of any overages and that they will be available to present the Plan at the AGM
- It is believed that while 8-10 parking spots may be covered by seasonal (summertime), platforms on the Main Block of High Street, there could be additional 15-20 spots added with angle parking on the North side of the Boulevard along with another 12-20 at the Coliseum
- It was mentioned that there has been little or no disruption of business in front of the former Harrigan’s where 5 spots have been removed (as well as the use of the sidewalk), for several months. Chris Robinson said that they’ve had no complaints from customers being unable to park directly in front of their premises
- There was some discussion regarding the use of High Street as a delivery point. Paul Schendel stated that “High Street is for our customers” and that perhaps delivery vehicles may have to have more limited access to High Street
- Prior to the AGM, the existing Board will be well versed with the Plan and be able to act as Ambassadors for the Plan to the Membership and Public.
- Chris Robinson asked what metric the Town will use to assess the support for the project and that would likely be acceptance by a majority of the Membership as well as letters of support from businesses.
- Sara Porter suggests that when the Notice for the AGM be sent via email and on social media and website, that a non-response, and lack of attendance at the AGM be considered as approval for the Plan

8. Promotions and Events, Paul Schendel

- a) Ladies at the Lake was, by all accounts, successful
The Friday Night Event at the Museum sold 193 tickets (and 1 comp)
Retail Sales and other event participation seem to have been very good but retail traffic was perhaps not quite as good as previous years due to weather (or possibly shoppers had

- too good a time at the Friday Night event?) The Committee will discuss moving the Party to Saturday night
- Chris Robinson asked if it's possible (in future), to track the success of the weekend based on actual business results from the retailers and restaurants
 - Sara Porter mentioned that the Committee will try to create incentives for shopping and dining
 - b) The Town has approved the decoration of the Alley between Hill's Insurance and Southampton Olive Oil for the holiday season
 - c) Sparkles will be Thursday, November 24th and will include the Annual Tree Lighting at the Town Hall. Bruce Martin will coordinate the decoration of the Tree prior to the 24th.
 - d) Festive Fridays - horse drawn wagon rides have been confirmed for one date and the Committee is investigating another outfit for additional dates
 - e) The Santa Claus Parade is scheduled for December 2nd and Sara Porter will head up float decoration again this year
 - e) Paul wanted to especially commend all of the Committee members for their hard work this past year and especially in pulling together the Friday Night LATL Event.

9. Membership, Sara Porter

- a) The Following have accepted nominations to the Board:
- Kendall Sawyer of Sonas Hair and Esthetics
 - Janine King of Atlantis Esthetics
 - Jeff Cody of Refresh Smoothies and Juice Bar
 - Jarris Edwards of The Beach Motel
 - Paul Schendel of 173 High Street
 - Sara Porter of Re:Mind Wellness

As there were no other nominations, these names fulfill the necessary numbers and are therefore acclaimed and will be introduced at the AGM and then presented to the Town Council for confirmation.

- b) Sara would like to introduce membership awards at the AGM These would be based on nomination by Members of Members and could include the following categories:
- Thank you to a retiring business owner
 - New Business
 - Above and beyond for the business owner who has made a significant contribution to Southampton
 - Service business

10. Town Report, John Divinski

The Town is discussing installation of a roundabout at Hwy 21 and McNabb. Bruce suggested that John also press for another at Foodland, Hwy 21 at Turner

**11. Next Meeting: Special Meeting to discuss proposed 2023 budget
November 3rd, 2022, 4pm BIA office and Zoom (if required).**

12. Meeting adjourned at 5:28 pm