

October 26, 2023
SBIA BOARD MEETING MINUTES
SBIA OFFICE

Attending:: Sara Porter (via Zoom), Jaris Edwards (via zoom), John Divinski (via Zoom), Kendall Johnston-Sawyer, Paul Schendel and Lisa Mills

| ITEM | ACTION | RESP. |
|-------------|---|---|
| 1. | Call to Order, 5:35pm | |
| 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. | |
| 3. | Requests for declarations of pecuniary interest(s) None | |
| 4. | Motion to accept minutes from September 21, 2023 | <i>We didn't have quorum in September</i> |
| 5. | Chair's Report, Sara Porter | |
| | a) Strategic Plan | Draft #2 Distributed week of October 23rd <i>Meeting #3 to fine tune tbd</i> |
| | b) Town shopping initiative 'Shop the Shores' | Finishes end of October. Not overwhelmed with number of ballots but is being considered a "building year" |
| | c) Savour Southampton Similar programme as Shop the Shores: Pick up a ballot at restaurants and specialty food stores in Southampton and collect stamps over the course of November and enter to win a prize package. | <i>Sara and Lisa to create a ballot and have printed</i> |
| | d) SS 25th Anniversary Update | No meeting in September Southampton BIA has requested \$10,000 towards the August 16th events and this would cover talent and decorations Request that Town provide security, sanitation facilities |
| | e) Vacant Board Positions Amanda Deer, GM Beach Motel and Gurwinder Singh, South MiniMart and Pizza | 2 candidates have put their names forward: Suggest they come to AGM and also open Nominations from the floor at that time, as well |
| | f) AGM - NOVEMBER 6th, 6 pm social, 7pm meeting BIA Awards Following categories selected by Board: | Service of the Year: Professional - Susan Dollar Service of year Trade: BJS Electric Business Achievement Award: Logan's, Hills Insurance and Southampton Meat Market <i>LISA TO CREATE PERSONAL INVITATION FOR PAUL TO DELIVER TO THESE THREE</i> Associate Member: Muirgen Coady-Mahoney Volunteer: Joscelyn Atcheson |

Community & Collaboration - public vote
Lighthouse Restaurant, DC Johnston, SOOC
Hospitality Room 797, 173 High Street,
Southampton Inn
Rising Star - Refresh Juice Bar, Serenity Holistic,
RMT Lounge
Peoples' Choice
Business of the Year: Little Black Dog, Lac Too,
Offshore Bakery

Sara to confirm with Jake Walton budget for AGM

g) Levy

Lisa emailed Dan Waechter, Dawn Mittelholtz
asking for levy amounts for High Street Businesses
- awaiting response

6. Coordinator's Report, Lisa Mills

a) Economic Development Forum

Held at Westlinks on October 4th
Small turnout - have suggested to Heather Hyde
that they try an evening format so business owners
could attend. See Lisa's notes at end of these
minutes

b) Parking

Series of meetings took place in Port and South by
the company retained to do the Parking Study for
the purpose of gathering information

Report to be available end of Q4 or early Q1

c) Associate Members

*Sara will provide a list of paid new associates to
Lisa and Paul*

d) Port Elgin BIA

Lisa has been secured as Coordinator for PEBIA

7. Treasurer's Report

None - Spending is on-track

Paul wanted to confirm that It is okay to run
Fundraising through a personal account
We all feel it's goofy but will open an account at the
CIBC with Sara and Kendall as signatories for the
sole purpose of shepherding monies from
ticketed events, etc.back to our account with the
Town

*Sara, Kendall and Lisa to Meet Oct 30 to review
spending to date in detail and 2024 budget*

Sara has a receipt from Justin Niklaus for old
domain registration that was charged automatically
(since resolved), and we will re-imburse him - Sara
to give Lisa the receipt.

8. Promotions and Events Committee, Sara Porter

a) Author Event with Dan Needles

well attended (88 tickets sold), and with bar we
broke even. For future events, limit fee to \$1000 or
charge more or sell more tickets!

b) Canada Day 2024
- Work with SON to create an Indigenous focused event

Kendall to initiate conversation

c) LATL

Great response by shoppers, diners and party-ers
Party sold 84 tickets - Follow up email soliciting feedback indicated that attendees had a great time, loved the band, loved that it was in the Town Hall, would forego swag for a lower ticket price.

Breakout seasonal events would be welcome

Have Jen Porter connect with Bruce Power re funding for 2024

Full reconciliation will be forwarded to Board week of October 30th

Town Hall has been secured for 2024.

d) Sparkles - November 23rd in conjunction with Chamber Tree Lighting

No radio - *window posters and socials* as well as other community bulletin boards

e) Festive Friday's

Ask Mitch Birney if he'd be interested in sponsoring the full pop (2,500) for exclusive rights over the sign up list, or offer Walker House same deal.

Paul will speak with Mitch, Sara with Jake, if required

f) Holiday Parade, Dec 1, 2023

Theme is Northern Lights

Board decided *not* to have a float, rather to encourage businesses to put in their own floats. Jack Davidson will be marching with Mayor and Council

g) 2024 Events

Start planning and pinning down any required funding in Q1

9. Membership Committee, Paul Schendel

Many merchants/restos reported having as good or better sales days during LATL

10. Streetscape Report, Kendal Johnston-Sawyer

a) Calendar with Town Crew

Kendall is drafting a calendar for the Town indicating the dates we would like street decor put up and taken down, along with a map showing placement of benches, bike racks, garbage cans and planters.

b) Holiday Decorations

Kendall will be assessing budget hoping to have decorative bows for the 4 corners at High and Albert (big, sparkly, lit bows!!!)

c) Fall Decorations

Kendall to arrange to have boys take down corn stalks after Hallowe'en and deliver to garden waste area

d) Holiday Lunch with Town Crew

*Sara and Paul to find a home for the Straw bales
Kendall hosting at Walker House in November*

11. Town Report, John Divinski

a) Message to the Town prior to Budget discussions

JD would like to ask Town how they feel we should be managing expenses so Board Members aren't using personal credit cards for purchases and personal accounts for intake of funds from ticket sales (See above)

b) Stop sign for High and Grosvenor

JD will indicate, again, that it is the desire of the BIA to have a stop sign at High and Grosvenor

c) 21 and McNabb

no decision yet but it seems a light would be the safest solution for pedestrians and cyclists

12. Next Meeting

TUESDAY, November 21st, 5:30PM, BIA OFFICE

13. Meeting Adjourned AT 7:02 PM

Saugeen Shores Economic Development Forum, October 3, 2023 at Westlinks

Questions asked included:

What do we perceive the business gaps to be?

Seasonal activity rentals, clothing, book store, restaurants, unique retailers, long term care, child care, chocolatier, candy store, cobbler, repairs for small appliances and jobs, high speed EV charges, accessibility to businesses (ie High Street)

Beautification: public art, street furniture, park upgrades

Business Supports: Marketing, business mix, accommodation tax, shop local campaigns, encourage consistent store hours

Promotions: shoulder seasons, market arts identity, winter activities, food tourism

Further discussion included how we can work with the new Community Development Officer (Amanda), capitalize on sports events (Lamont Sports Park, curling, hockey); help with attracting and retaining labour (housing came up here as did transportation), opportunities with County, RTO, Chamber, GB Immigrant Centre; summer destination guides; capitalize on Rainbow Registration; find ways to work with SON ie joint Council Meeting(s); New Arrival Packages for newcomers, possibly at the libraries.

Challenges and Opportunities: Public wifi, maps, invest and update community profiles, Patio Programme, Digital Service Squad, Business visits, podcast, business support web pages on Town, County and BIA sites

EcDev: Work more closely with T3Accelerator (RTO7), County, Clean Energy Frontier Com, Chamber, BIA's, SON

Community Development: expand visitor market beyond the summer through partnerships encouraging experiential packages; advertise to younger (under 45), demographic, improve visitor experience at the beach, in stores, restaurants and accommodations and, yet again, inter-town transportation

New comers: Transit, dense and affordable housing, parking, programming for children and youth

Immigrants: multicultural center, food, games. Realtors and settlement services should have a good handle on who's moving to Town.
Recognize holidays and traditions from other cultures

Promote New Nuclear: NII, build on environmental leadership, public education