



Prior to the Business Meeting, the Second Annual BIA Awards were handed out by Paul Schendel and Sara Porter

They were:

Service of the Year, Professional: Susan Dollar, Dollar Law

Service of the Year, Trade: Josh Fritzley, BJS Electric

Community and Collaboration: New Lighthouse Restaurant

Hospitality: David Small, Room 797

Rising Star of the Year: Julie Gottschalk, Serene Holistic Healing and Wellness

Associate Member of the Year: Muirgen Coady-Mahoney, Muirgen Photo

Volunteer of the Year: Joscelyn Atcheson

Business of the Year: Kendra Smith, Little Black Dog

People's Choice: Sara Onyschuk and Kevin Smith, Southampton Inn

Business Achievement: Louise and Dave Logan, Logan's; Mike and MaryLou Hills, Hills Insurance; Sue Palethorpe, Southampton Meat Market

ANNUAL GENERAL MEETING MINUTES

MONDAY, NOVEMBER 6, 2023, 7pm

Walker House

Board Members in Attendance:

Sara Porter, Chair, Paul Schendel, Membership Chair, John Divinski, SS Town Council

Also Attending: Lisa Mills, Coordinator

Members in Attendance:

Kendra Smith, Little Black Dog, Maina Mazzuocco, Cook's Cupboard, Louise and Dave Logan, Chantry Trading, MaryLou and Mike Hills, Hills Insurance, Delores Sullivan, Sisters on Huron, Joscelyn Atcheson, Fordham's Ice and Bait and Room 797, Melanie Myers, First Concrete, Eugene Barrone, Highview Food and Drink, Jake Walton, Walker House, Gurwinder Singh, South Mini Mart and Pizza

Others in attendance:

Christine Mitchell, SS Chamber of Commerce, Anne Marie Todd-Mowat, Little Black Dog, Sara Onyschuk, Kevin Smith, Colleen, Southampton Inn, Brittany Roote, IBA Saugeen, Emily Kewageshig, IBA Saugeen, Julie Gottschalk, Serene Holistic Healing and Wellness, Heather Hyde, Town of Saugeen Shores, Luke Charbonneau, Town of Saugeen Shores, Amanada Monaghan, Town of Saugeen Shores, Doug Longmire

1. Meeting called to Order, 7:02 pm, Land Acknowledgement and Welcome

Sara Porter, Chair

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.

Welcome to His Worship Mayor Luke Charbonneau, Brittany Roote and Emily Kewageshig of the Indigenous BIA of Saugeen, and Heather Hyde and Amanda Monaghan from the Town of Saugeen Shores.

Introduction of the Board, John Divinski, Councillor, Town of Saugeen Shores, Paul Schendel, Membership Committee Chair, Kendall Johnston-Saywer, Streetscape and interim Treasurer (late), Jaris Edwards, absent.

2. What is a BIA?

Sara Porter, Chair

The Southampton Business Improvement Area (BIA) is an association of commercial property owners and tenants within Southampton, who work in partnership with the Town of Saugeen Shores to create a thriving and a safe business area that attracts shoppers, diners, tourists, and new businesses.

By working collectively as a BIA, local businesses have the resource capacity (funds and people), to actively enhance the quality of life in our neighbourhood and the Municipality as a whole. The mission of a BIA is a “collective good” – The work is “not to make any *one* business better, but to make the area a better place to do business”. BIAs do this through beautifying and maintaining the public realm and promoting the area as a good place to do business (with thanks to the Ontario Business Improvement Area Association).

3. Request for any Declaration of Pecuniary Interest

Sara Porter, Chair

None Declared

4. Request for Motion to Accept the Minutes from November 22nd, 2022 AGM

Sara Porter, Chair

Moved by Paul Schendel, 173 High Street
Seconded by John Divinski, Councillor, SS and Board Member
Carried unanimously

5. Chair's Report

Sara Porter, Chair

January Digital Main Street, Digital Transformation Grants opened for 2024 and were made available to all brick and mortar businesses in the amount of \$2500 and we know several businesses in Southampton availed themselves of this grant;

Board moved to increase Coordinator budget from 10,800 to \$15,600 which is an increase in both hourly rate and of number of hours worked more accurately reflected;

February first BIA Business After Hours;

March Welcomed first Associate Members and they now include: Shift Chiropractic, Serene Holistic Healing, Southampton Inn, Darlene Watson Artist, Siggie Buehler Master Carver, Muirgen Coady-Mahoney, Photographer;

Received invoice from John MacDonald Architects for additional \$12,446.95 on top of the \$20,000 fee agreed upon in 2020. Board moved to release funds from Promotions and Events and Streetscape in order have access to the computer renderings prepared by JMA

QUESTION: MaryLou Hills: what did that \$12,000 represent?

ANSWER: Sara: meetings, modifications and tweaks

QUESTION: Melanie Myers: How was the architect selected?

ANSWER: Sara: RFP and selected from a shortlist of three by the Streetscape Committee;

April: OBIAA Conference in London. It was a three day conference attended by BIA members from across Ontario and speakers giving presentations on everything from placemaking to budgeting to development of strategic plans. Kendall, Lisa and Sara came back with lots of great information not least being the importance of governance, the realization that we need a strategic plan to see us through not just the remaining term, but the next 10 to 20 years and gift card programmes, to name a few. Our other important takeaway was that we are one of the lowest funded BIA's in Ontario. SEE ADDENDUM;

May The High Street Renewal Plan was presented to the Community at a public open house at the Town Hall on May 20th. Thanks to Chris Robinson for championing this project and creating a short video about the benefits of High Street Renewal;

June 12 The High Street Renewal Plan was presented to Town Council by a delegation from the SBIA and they presented with caveats: 1. maintain angle parking, and 2., that the BIA be included in any planning the Town does regarding High Street Renewal. We look forward to High Street renewal being included in budgeting and planning for 2024 and 2025 with priority given to parking, trees, lighting, cycle traffic and parking, sidewalks, accessible wifi, accessible solutions for entry to businesses, and public art and gathering areas;

NOTE: Later in the Meeting Mayor Charbonneau indicated that the draft 2024 Town budget does in fact have an allocation of \$200,000 for planning and detailed design and foresees \$5 to \$8 million being spent to complete the project over the next 10 years

Official opening of three businesses with the Mayor and Chamber of Commerce:
Refresh Juice, Lac Too and Re:Mind General Store

Music on High returned and was well received by local musicians and the public however volunteer help to set up the stage every Friday was negligible and we are re-thinking MoH for 2024

We supported the OBIAA and TIAO in asking the Federal Government for relief of CEBA Loan repayments. This is ongoing.

July Flagquest. This is an event that both BIA Members and the town at large enjoys but we've seen dwindling numbers the past two years in particular. We are working on a modified event for 2024 as we believe that we should be supporting all of our Community Partners, and in this case, the Marine Heritage Society;

September First and second drafts of a strategic/action plan for the BIA. We hope to be able to present it to the Membership and our Community Partners for review in early 2024 - it will be a constantly evolving item;

October Live at the Lake by all accounts was a successful event for retailers and the Party was well enjoyed by attendees and there's a lot of interest for more dance events. Special thanks to 173 High Street, Atlantis Eatery, Highview Food and Drink, Lac Boutique and Lac Too, Little Black Dog, Offshore Bakery, Re:Mind General Store and Sonas Hair and Esthetics for their generous contributions to food and prizes and to Southampton Inn for monies toward the band. We have great plans for next year and look forward to even more participation from our Member Businesses;

Shop the Shores with the Town, Chamber and Port Elgin BIA, a bingo type prize winning programme to stimulate local shopping for October and it's anticipated that this will be an annual event;

November Savour Southampton, an initiative run similarly to Shop the Shores to encourage eating in Southampton with cards available at restaurants and specialty food shops

Tree Lighting and Sparkles on the 23rd to flip the switch of the tree lights Southampton Sparkles shopping night We encourage all to stay open until 9 that evening.

Festive Fridays, every Friday from November 24th through December 22nd. We encourage those businesses that can, to stay open and we will have horse drawn wagon rides as weather permits. This year we are asking people who come for the wagon rides to bring a non-perishable item for donation to local food banks (Saugeen First Nation and Saugeen Shores);.

2024 Possibilities

Saugeen Shores 25th Anniversary of Amalgamation, Canada Day, Love at the Lake, Live at the Lake, Christmas Market at the Lake, further development of relationship with SON, new banners and public art

6. Financial Report

Sara Porter, Chair and Lisa Mills Coordinator

Treasurer position is been overseen by Kendall Johnston-Sawyer until we can recruit a new Treasurer - Janine King, previous treasurer has moved jobs and is no longer with a business in Southampton

2023 Budget Review per attached - A rough year

2024 Proposed Budget per attached with following explanations:

- a) If we maintain the same budget as 2023 with the same levy, we will be over budget by approximately \$20,000 by year end 2024;
- b) If we can raise our Levy (see supporting document positioning Southampton near the bottom of a list of towns of similar size, demographic, number of businesses and economic base)

Presently 70 properties are paying \$150

36 properties are paying between \$151 and \$399

17 properties are paying between \$400 and \$650

2 options for a levy raise were presented:

- i) double each levy, remove the cap at the high end (\$650), and increase at the same percentage and frequency as the Commercial Property Taxes are raised
- ii) increase all levys by \$150 (totalling \$47,800), \$300 (totalling \$66,250) or \$400 (totalling \$78,550) plus increase at the same percentage and frequency as the Commercial Property Taxes are raised

A raise in the levy to support a larger budget would alleviate the need to ask for sponsorship for every event, promotion, flag, banner and bench.

QUESTION: Joscelyn Atcheson - how is the levy presently assessed?

ANSWER: based on the MPAC assessment of the property and the rates as defined in the incorporating by-law of 2014;

QUESTION Melane Myers: How do we stipulate where the money goes?

ANSWER: a budget for Membership approval will be presented annually, as it has been to date

MAYOR: 2024 Draft Budget is out and within it are funds for design and planning re High Street 2025 will, it is anticipated, see shovels in the ground, further, he sees no reason for the BIA to spend any more money on specialist planning for HSR. Further, the Mayor said that he doesn't believe that the BIA should feel diminished by the HSR Plan, in fact it was this latest initiative that revitalised the project at the Town level and that the BIA should be proud of the work it took to get the HSRP to budgeting, planning and future construction along with the Cenotaph Committees plans for a new memorial at High Street and Huron

QUESTION: Mike Hills: How easy is it to change the bylaw? Can we adopt a flat rate for all Commercial Properties?

COMMENT: Eugene Barrone: Doesn't agree with a flat rate for all properties. He likes the suggestion to double the rates. Eugene further pointed out that Board is made up of hard working volunteers (except for Lisa)

COMMENT: John Divinski: says the BIA is tapped out. The present budget will only create entropy and that the budget and the rates are well overdue for an increase. John also is very proud of the Board, that this is the group that pushed the (HSR) plan through after more than one attempt over many years. Moreover, "this Board has proved there is support for the work they'd like to realize, and they've also paid the financial price. Southampton *will* benefit from all of these plans and we *must* continue to grow as an organisation. We've seen the BIA work so hard and Southampton is presently at it's capacity (in the summer). We need to expand the shoulder seasons for tourists and attract locals to have fun here all year 'round. **We (the BIA), need to come up with one plan and move forward because we want Southampton be ahead and stay ahead.**"

Sara Porter

2024 - capitalize on Live at the Lake with Love at the Lake, a month in the cold, dark days of winter with events geared toward singles, young and old (ish), couples, dining out, live music, a dance

Building on that theme, L+at the Lake during pride month

Work with SFN to create a new vision of Canada Day (along with the Chamber's programming at the Flag),

Create gathering places and amazing public art

Work with neighbouring BIA's - Paisley, Port Elgin, Kincardin, Owen Sound - they have some amazing programmes and there may be funding opportunities if we work together.

Keep attracting Associate Members

QUESTION: Eugene Barrone: insists that Associates must be registered businesses and we will ensure that they are

Request for Motion that Associate Members be Registered Businesses

Moved by Mike Hills, Hills Insurance

Seconded by MaryLou Hills

Carried unanimously

Sara suggested that we would put the question of the levy increase to the Membership in an email blast giving the choices as Options i) and ii) above. Responses were requested for November 13th so that the Board could then present these minutes and a revised Budget for 2024 to Council asap. ADDITIONALLY, the BIA intends to ask the Town to increase our catchment area to be the surrounding area of Saugeen Township from Denny's Dam to Saugeen Golf Club to the Port Elgin sign (on the north side).

NOTE: Since the AGM, the Membership response has been in favour of doubling the present levied rate on Commercial Properties, with no cap and with incremental increases as the Property Taxes are increased by the Town of Saugeen Shores.

COMMENT FROM MAYOR CHARBONNEAU: The BIA has the same levying capacity as Council and can determine its budget and from that, the levy. The Levy should reflect the programme that we deliver and that we should speak directly with the Director of Corporate Services Jim Bundschuh, Clerk Dawn Middleholtz and CFO Dan Waechter

7. **Motion to adopt 2024 budget** will be deferred to the Board once it has consulted with the Town. The Board will then report back to the Membership.
8. **Last item:** The Board wishes to recognize that there is a portion of our Membership that is well served - primarily retailers and restaurants, and a portion that is difficult to serve, service businesses. Certainly the pillar of streetscape and beautification is helpful but we would like to meet with some of the various business sectors to glean their input.
November 20th at noon at the BIA Office - Restaurants and specialty food shops
November 27, accommodators
December 4, professionals and trades
The Board encourages those who can't come to a sit-down meeting to make an appointment at a time and place that suits them.
9. The Mayor thanked the Board for their "young, creative, and talented leadership" and that we should all be very proud!
10. Meeting adjourned at 8:20pm