



JANUARY 25, 2025
SBIA BOARD MEETING MINUTES
SBIA OFFICE

Attending: Sara Porter, John Divinski, Kendall Johnston-Sawyer, Paul Schendel (via Zoom), and Lisa Mills
NEW BOARD MEMBERS! Amanda Deer, Gurwinder Singh, Sara Fritzley

ITEM	ACTION	RESP.
1.	Call to Order, 5:41 pm	
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.	Additions to Agenda Welcome to new Board Members, Amanda Deer, GM Beach Motel, Gurwinder Singh, Owner South MiniMart and Pizza, Sara Fritzley, Owner BJS Electric Photos: Thanks to Muirgen Coady-Mahoney the SBIA Official Photographer!	
4.	Declarations of Pecuniary Interest None Declared	
5.	Motion to accept minutes from December 4, 2023 Meeting	<i>Moved by Kendall Johnston-Sawyer</i> <i>Seconded by Sara Porter</i> <i>Passed unanimously</i>
6.	Chair's Report, Sara Porter	
	a) Welcome to new members!	Available positions: Treasurer, Promo & Events Chair
	b) A brief document about BIA's and code of conduct will be forwarded to everyone	Lisa
	c) Strategic Plan	Lisa will send out our action items to date - this is NOT a final document
	d) Gift Card Programme could be implemented by Mother's Day (if not before) Confirm frequency of payouts Create artwork for card and window cling indicating that BIA Member honours SBIA Gift Cards Board agrees to a one year trial and will assume 5% fee	SBIA will not partner with PEBIA for this inaugural year Lisa & AnyCard Lisa Lisa, Sara & P&E Chair to determine what budget line that will come from
	e) 25th Anniversary Update Town event moved to Coliseum for Saturday and Sunday Town giving \$10,000 towards event and this will cover Stage, security, barricades, electrical, etc August 9, street dinner and dance with Amber May and	Lisa to Confirm Bands

one more, possibly
Restaurants are invited to move service onto the street, back
Inside in case of rain

7. Coordinator's Report

a) OBIAA Conference April 28 - May 1

Sara and Kendall have confirmed attendance
Does anyone else want to attend?
events@obiaa.com

b) Business Resources

at the end of these minutes

c) Strategic Plan

Lisa, Sara and Kendal to take OMAFRA's
*Facilitating Strategic Planning, Train the
Trainer February 22, 2024, March 7, 2024, March
21, 2024 and April 4, 2024. 10am - 11:30 on line*

8. Treasurer's Report, Kendall Johnston Sawyer, Interim Treasurer

Status quo but need to sit down to establish firmer
budget parameters with new treasurer and committee chairs

9. Promo and Events Report, Sara Porter, Interim Chair

December - Santa Summit
February - Love at the Lake
Speed dating, Dance and wagon rides on the 17th
April Pizza Fest
May Outdoor Shopping
June, Pride month. L+ at the Lake and National Indigenous Day
July 1
Music on High, July 17
August 9
October - Love at the Lake
November Savour Southampton and Sparkles which will
include Holiday Window Reveal
December Christmas Town

Overwhelming success!!!
Love inspired events each Saturday of February

Sara to connect with FotF re Rainbow Flag
Kendall to meet with Council at SON
My Shotgun Wedding
Street dinner and dance

10. Membership Committee, Paul Schendel

No report

a) February Member Event

Lisa will confirm date with Spruce the Bruce for an
evening presentation to be held at Southampton
Arts.

Quick survey to go out to see if Sunday brunch or
Mon or Tues evening would suit best

b) BIA Socials

to be held 2 or 3 times a year

9. Streetscape Report, Kendall Johnston-Sawyer (carried forward from December minutes)

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) Summer Banners

Kendall will be assessing budget hoping to have
designs in place and purchasing for delivery in May
Lisa to report back results of proposal from STEPS

d) High Street Renewal

\$200,000 has been earmarked for planning by

Town and this will include any modifications of Millard Boulevard
Kendall will liaise with Town about this how we can provide any necessary input Ad Hoc Committee?

- e) Kincardine Big Dig
- e) Lunch with Town Crew
- g) Dominion Lookout

Feb 5 - meeting in Kincardine to learn what went well, and what didn't
TBD
Discuss ways to present our desire for a name change to council - Saugeen Lookout, Huron Lookout, etc

10. Town Report, John Divinski

- a) Stop Sign at Grosvenor and High

- b) Parking Plan - Paradigm Consulting seems to be saying that Southampton's parking has capacity - only 89% full during the busiest times of the year.

John will address this *again* in the new year
Paul relayed that he nearly had an interaction with a driver (again!), and it was suggested that he write to both Cheryl Grace and John Divinski (again), about this problematic intersection.
The SBIA strongly encourages the Town to identify spots and paint markings
SBIA also strongly encourages the Town to Post signage indicating where parking spots are - up High Street, along Victoria Street and the Coliseum

11. Next Meeting

Thursday, February 29th, 5:30PM, BIA OFFICE

12. Meeting Adjourned at 7:10pm

BUSINESS RESOURCES

<https://digitalmainstreet.ca/events/> - really great free webinars addressing things like social media marketing on a small budget, the importance of paid advertising in a digital space, modernizing your e-commerce infrastructure, understanding SEO basics...

<https://digitalmainstreet.ca/events/> - DMS Grants, CDAP Grants

<https://www.brucecounty.on.ca/business/grants> Spruce the Bruce Grants - opening Feb 1

<https://businesstobruce.com/training-and-events/> Bruce County Business Training and Events

<https://www.saugeenshores.ca/en/invest-and-plan/business-support.aspx#Local-resources> Town business resources COMPLETE LISTING TO ALL RESOURCES, LOCAL, COUNTY AND PROVINCIAL CAN BE FOUND ON THE TOWN SITE

chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/<https://www.saugeenshores.ca/en/invest-and-plan/resources/Documents/Ec-Dev/Sidewalk-Patio-and-Sidewalk-Cafe-Encroachment-Policy-2023-Update.pdf> SIDWALK PATIO POLICY