



MARCH 28, 2024
SBIA BOARD MEETING MINUTES
SBIA OFFICE

Attending: Sara Porter, Amanda Deer, Gurwinder Singh, John Divinski, Kendall Johnston-Sawyer, Paul Schendel, Sara Fritzley and Lisa Mills

ITEM	ACTION	RESP.
1. Call to Order, 5:38 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 Thanks to Gurwinder for bringing pizza!		
4. Declarations of Pecuniary Interest None Declared		
5. Motion to accept minutes from Feb 29, 2024 Meeting	<i>Moved by Amanda Deer Seconded by Kendall Johnston-Sawyer Passed unanimously</i>	
6. Town Report, John Divinski		
a) "Engage, Saugeen Shores"	a new online portal for public engagement at engage.saugeenshores.ca	
b) Cultural Heritage Master Plan	posted above	
c) Town Links	to be added to BIA website	Sara/Lisa
d) Downtown Parking Strategies	- Town suggests that business staff park at Jubilee Park, JD indicated his dissent - parking limit of 3 hours to remain - Board suggests that JD impress on the Town the importance of marking out available parking spots where not already done on side Streets - Lot behind 183 High Street would owner be amenable to having this Made available for parking?	John Divinski Sara Porter
	<i>Town Report Accepted and Approved</i>	

7. Chair's Report, Sara Porter

a) Board Officers

Treasurer: Kendall will remain in this position
Promo & Events: Sara Fritzley will Co-Chair with Sara Porter
Vice Chair: Paul Schendel

Motion to approve these officers:

Moved by John Divinski
Seconded by Paul Schendel
Passed unanimously

b) Strategic Plan

Latest iteration to follow
Next meeting

Lisa Mills
April 22, 9am

c) 25th Anniversary Update

- 2 bands booked, looking for one more
Opening act JD Crosstown, Amber May
- Pow Wow fashion show between sets
- Other activities - corn hole tourney
- Devil Stick demo, Face Painting, Henna
- Beer Tent - Southampton Golf and CC or Rotary??
Check with Town
Volunteers - Fire Department?

Sara Porter
Brittany Roote
Sara Porter
Sara Porter
Lisa Mills

d) OBIAA Update

- OBIAA updating their strategic plan
- OBIAA AGM April 4

Sara Porter

Chair's Report Accepted and Approved

8. Treasurer's Report, Kendall Johnston-Sawyer

Nothing to report, spending on course

Treasurer's Report Accepted and Approved

9. Coordinator's Report

a) Meeting with Amanda Monaghan

- Welcoming Communities Strategy
BIA feels these initiative should be town based, not Business based
- Sikh Community is having their Vaisakhi Celebration on April 14th at the Underwood Community Center from 9:30 am to 1pm All are welcome!

b) Ad for Rampt Magazine

Motion to place ½ page ad in both 2024 issues
Moved by Paul Schendel
Seconded by Amanda Deer
Passed unanimously

Lisa will provide layouts
April 4, final ad attached with these minutes

Lisa Mills

c) Grant Applications

i) My Mainstreet, Streetscape and Beautification
100% grant in the amount of \$140,000
For High Street Banners, High Street
Holiday light fixtures, lighting for tree outside

Lisa Mills

Town Hall, and 6 artisan huts for Christmas Market

Application submitted, should hear back by end of May, latest

ii) Spruce the Bruce Community Marketing 1:1 matching grant up to \$10,000 for Promotion of seasonal activities including Pole mounted banners

Lisa Mills

Coordinator's Report Accepted and Approved

10. Promotions and Events, Sara Porter

a) April - Pizza Fest

Sara will visit restos with packages detailing 2024 events with request for participation

Sara Porter

b) Retail and service business package

similar to above, asking for participation

Sara Porter

P&E Report Accepted and Approved

11. Membership Committee, Paul Schendel

1 new Associate Member, Launch Properties

Paul to follow up with package

Paul

Member Social

May 6th with someone to talk about Social Media

Paul

Membership Report Accepted and Approved

12. Streetscape Report, Kendall Johnston-Sawyer

a) Pole Mounted Banners for High Street

Purchased use of 4 pieces of artwork by Emily Kewegashig and Taylor Cameron From SFN to be applied to new vinyl Banners for light poles, installed in May

Lisa

ii) Reveal Ceremony of banners with artists, SFN Chief and Council, Town Mayor and Council, other dignitaries

Lisa/Kendall

iii) Media: Paper, radio, tv, website, socials

Lisa/Amanda Monaghan

iv) Pending grant monies, we may be able to Purchase additional art for banners, Creating a "banner gallery" along High Street

b) Meeting with Town

Met with Frank Burrows and Adam Parsons to review schedule for banner installation, flowers, etc - BIA won't ask for anything different until High Street has been re-done in 2026
ii) requested additional bike racks for placement at Mini Mart and Fun

Lisa/Kendall

c) "Big Dig"

Study tour in May or June to Kincardine to Review their renewal and meet with their BIA and Town reps to learn what went well and what didn't

TBD

Streetscape Report Accepted and Approved

13. Next Meeting NOTE CHANGE PER EMAIL FROM SARA PORTER

Monday, April 22nd, 9:00 AM, BIA OFFICE, in conjunction with Strategic Plan Meeting

14. Meeting Adjourned at 6:30pm