



**DOWNTOWN
PORT ELGIN**
BUSINESS IMPROVEMENT AREA

Board Member Role Description

Overview

The Downtown Port Elgin Business Improvement Area (PEBIA) Board of Directors is a volunteer body that sets the strategic direction for the BIA. Board members represent the interests of approximately 80 member businesses in downtown Port Elgin, and work together to boost foot traffic, improve the streetscape, fill vacant storefronts, and strengthen the business community.

Eligibility

Under Ontario's Municipal Act, BIA Board Members must be owners or tenants of businesses within the BIA boundary, or their designated representatives. All BIA levies must be in good standing.

Term of Service

- Board terms run in conjunction with Municipal elections with terms up for election every 4 years
- Board members who miss three consecutive meetings without notice may be asked to step down

Time Commitment

- Monthly board meetings (typically 1–1.5 hours)
- Participation in at least one committee or working group
- Attendance at key BIA events (e.g. Art in the Alley, Shoppers' Night events)
- Estimated total: 3-10 hours per month

Responsibilities

- Attend monthly Board meetings and come prepared (review agenda, previous minutes, and financials)
- Help set and oversee the BIA's annual budget (approximately \$60K) and strategic priorities
- Act as a liaison between the Board and fellow business owners — listen to their concerns and relay information
- Serve on at least one committee (e.g., Promotions and Events, Streetscape)
- Champion the BIA's work in the community and help develop member engagement
- Support a respectful, collaborative Board culture where all voices are heard and comply with Town's Code of Conduct
- Maintain the confidentiality of sensitive board discussions when required

Desired Qualifications & Skills

No single board member needs all of these — the goal is a well-rounded board with a good mix.

Area	What This Looks Like
Reliability	Shows up consistently, follows through on commitments, responds to emails/messages in a timely way
Financial Literacy	Comfortable reading a budget and asking questions about spending decisions
Marketing / Social Media	Experience promoting a business online or in print; understands what draws people
Event Planning	Has organized events, festivals, or community gatherings (any scale)
Community Connections	Well-connected in Saugeen Shores; can build partnerships with other organizations and council
Property / Real Estate	Understanding of commercial leasing, vacancy challenges, and property improvement
Communication	Willing to talk with fellow business owners, listen to concerns, and represent the BIA positively

What You Get Out of It

- A direct voice in shaping the future of the Downtown Port Elgin business community
- Stronger relationships with fellow business owners and municipal leaders
- Leadership experience and professional development
- The satisfaction of making a real, visible difference in our community



Your BIA Needs You!

Join the Downtown Port Elgin BIA Board of Directors

Do you own or operate a business in Downtown Port Elgin? Do you care about what happens with our main street and the broader area of commercial properties? Then we want to hear from you!

The Downtown Port Elgin BIA is looking for engaged, enthusiastic business owners or tenants to join our Board of Directors. The Board is a small group of volunteers who make the decisions that shape our business community from events and marketing to streetscape improvements and working with the Town to help fill vacant storefronts.

Why Join?

This is your chance to have a real say in how our commercial areas grow. Board members help decide how BIA funds are spent, which events we run, and how we attract more visitors and shoppers to our streets. You'll build stronger connections with fellow business owners and with the Municipal Council, and you'll be part of a team that's working to make Southampton a destination people choose.

What's Involved?

- One Board meeting per month (1 to 1.5 hours), 10 times a year
- Pitch in on a committee that fits your skills (events, marketing, streetscape, or membership)
- Show up at a few key downtown events each year
- Four-year term — a commitment with real impact

Who Are We Looking For?

You don't need board experience or a business degree. We're looking for people who are reliable, willing to show up, and care about making our Town better. If you've got skills in marketing, event planning, finance, or community organizing, that's great, but the most important thing is that you're ready to roll up your sleeves.

How to Express Interest

Reach out to us:

- Email the Chair: pierdonnini@gmail.com
- Email the Coordinator: coordinator@portelginbia.com

Complete (or have another Member), complete a nomination form, found on our website at portelginbia.com