



BOARD OF MANAGEMENT MEETING
Tuesday September 16, 2025 9:00 am
Via Zoom

APPROVED MINUTES

Attending: Pier Donnini, Steven Harris, Melissa Good, Melissa Pettigrew, Jenn Lamont, Diane Huber and Lisa Mills, Coordinator

Guests: Amanda Monaghan, Town of Saugeen Shores

RESP.

1. Meeting called to order at 9:08 am

2. Land Acknowledgement, Lisa Mills

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 the Agenda

1. OBIAA Professional Development Day in Brantford
2. Delegation to Council November 12 Council Meeting with annual report and 2026 budget

Pier to confirm attendance
to present

4. Request for Declaration(s) of Pecuniary Interest

None declared.

5. Request for motion to adopt minutes of May 27, 2025 Board Meeting

Moved by Melissa Good
Seconded by Pier Donnini
Carried

6. Chair's Report, Lisa Mills acting as meeting Chair

a) Welcome to new Board Members: Steven Harris, owner of Ristorante Rosina, Melissa Pettigrew, owner of Turtle Crossings, and Jenn Lamont, owner of Jennifer Lamont EXP Realty

b) Expressions of interest in Board Officer positions:

Pier Donnini, Chair
Steven Harris, Treasurer

Melissa Good, Streetscape Committee
Melissa Good and Melissa Pettigrew, Promotions and Events Committee
with help from Jenn Lamont

Request for motion to welcome the above to these positions

Moved by Melissa Good
Seconded by Pier Donnini
Carried

- d) **AGM Date:** Wednesday, November 5th, 6pm at Ristorante Rosina,
meeting to commence at 6:30pm

7. Treasurer's Report, Lisa Mills

- a) **Spending** is on track for 2025 and 2024 has been reconciled against Town GL

8. Coordinator's Report, Lisa Mills

- a) **Street Banner Programme** - the Town has some unused funds that were earmarked the PEBIA and these could be used in several areas including the purchase of new brackets that would allow for larger banners **Amanda** Monaghan to provide budget based on 10 and 20 poles
- b) **Public Art:** two of three installations are complete (murals at Ristorante Rosina, 613 Goderich), and the light installation (PORT letters) for Coulter Parkette should be in place by mid October
- c) **Unhoused** people at the Parkette - this is a much larger conversation to begin with the Town and the County **Amanda** to investigate
Melissa Pettigrew has indicated that she has the daily chore of clearing up cigarette butts in front of her store Does the Town have butt receptacles?
- d) **Port Elgin Farmers' and Artisan Market** - had a very successful second Season at the Green and Bricker location. Over 38,000 visitors this season. Shawna is working with Lisa and the Town for improvements and a small expansion for the 2026 season. Awaiting final vendor fees to reconcile the Season against budget. **Lisa**
- e) **Delegation to Council** on October 14th to present PEFM 2025 review **Pier** to confirm availability, otherwise Lisa

9. Promotions and Events Report, Lisa

- a) **Art in the Alley** was a great success with the attendance of 6 artists, a jazz band and an overall convivial atmosphere in Rosina's Alley where the mural of a great blue heron by Emilie Darlington was presented by the artist and the Mayor
- b) **A larger mural** called "Pollinators", also by Emilie Darlington, was installed on the North wall of 613 Goderich Street - great thanks to building owner Brandon Rae for offering up his wall!
- c) **Fall Shop Local Campaign** - we have available funds to create content, and could top up with the Town's residual construction recovery budget to the amount of approximately \$10,000 altogether. **Lisa and Jenn**
Jenn Lamont has offered help with regard to creating a social campaign and Lisa will get prices for a series of :15 videos that would feature BIA businesses in an attractive and engaging way. Videos for use on socials and Website. **Lisa**
Amanda will reach out to the County for a list of micro influencers who might be available to visit and feature Port Elgin **Amanda**
Three businesses (Casual Corners, Turtle Crossings and Creative Counselling), stepped up to accept free still photography on September 13 with photographer

Muirgen Coady-Mahoney. Edited images should be available by the end of September

NOTE: All images will be available to the businesses for their use and will also be Featured on the BIA website and socials

- d) **Pumpkinfest** While the car show will remain on Goderich Street and will be free, here is going to be a VIP swag bag and there are some opportunities such as a coupon or discount good for a short period of time (30 days?). **P&E Committee** to meet and review opportunities
- e) **Shoppers' Night - Friday, November 21st**
Opportunity to create a one-night european style Christmas Market with organisation and vendors by Shawna Harvey **Melissa, Lisa, Shawna**
This would be in addition to usual Shoppers Night events including Tree lighting with the Mayor, wagon rides, hot chocolate, cookie trail
- f) **Spruce the Bruce** - representative from the County will come to Town to speak with property owners and tenants about funding streams for facade improvements **Lisa, Amanda**

10. Streetscape Report, Melissa Good

Street Furnishings and Banners - there is still budget left. Wholesale pricing has been forwarded to Melissa for recycled plastic muskoka chairs and new brackets for banners

Melissa to form a committee, have a meeting and indicate purchase amounts

11. Town Report, Deputy Mayor Diane Huber

- a) **Population numbers:** 18,409 Permanent residents in Saugeen Shores
- b) **Aquatic and Wellness Center** has been named Pryde Aquatic and Wellness Center and is slated to open in November
- c) **Firehall** - new location to be announced this Fall
- d) **Road construction for 2026** - Ridge Street off CAW Road and Hwy 21 through Southampton
- e) Major curling event in September of 2026
- f) International Ploughing Match in Walkerton in 2026
- g) Town actively involved in planning and building affordable housing on Ridge Street and in the area behind Dominoes Pizza - also approval for new Elementary school in same area
- h) Council did not vote in favour of a Municipal Accommodation Fee but is creating a short-term rental strategy

12. Motion to accept all reports

Missed this!

13. Next Meeting

Tuesday, October 21st, 9am either via Zoom or in person

PLEASE DIARIZE THE THIRD TUESDAY OF EACH MONTH AT 9:00 AM IN YOUR CALENDARS FOR BOARD MEETINGS!

14. Meeting Adjourned at 10:12am