



BOARD OF MANAGEMENT MEETING
Tuesday, September 15, 2026 9:00 am
Via Zoom

APPROVED MINUTES

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

1. Meeting called to order at 9:00 am

2. Land Acknowledgement, Pier Donnini

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

None

4. Request for Declaration(s) of Pecuniary Interest

Pier will recuse himself from any discussions pertaining to PumpkinFest

5. Request for motion to adopt minutes of June 6th, 2026 Board Meeting

Moved by Jenn Lamont

Seconded by Melissa Good

Carried

6. Chair's Report, Pier Donnini

a) Mid-Summer Survey

- i) Responses exceeded board size with 14 responses - report attached;
Most (5), said that y/y, business was about the same, with equal numbers (3 each), reporting slightly up, slightly down and way down;
- ii) Top ask from Members was more social media exposure and to that end, Lisa will work with Seattle and target specific member businesses for highlight reels, features and itineraries. We'll also work on a "What's your story" themed series of reels/stories;
- iii) Follow up survey to cover August through mid-September, similar format as previous with one addition regarding the overall season from May 2-4 until present;
- iv) Also add a Streetscape-specific question to gauge Member sentiment

b) Streetscape Plan and Downtown Enhancement Initiative - Amanda Monaghan, Town of Saugeen Shores

- i) Some budget money has become available that can be used towards drafting and issuing an RFP for enhancing the BIA, including Coulter Parkette;
- ii) 2011 Streetscape Plan has been reviewed and largely implemented in terms of

LM/Seattle
LM

infrastructure, light standards, Coulter Parkette pergola and street furniture. It's certainly a strong foundation to build upon;

iii) PROPOSED APPROACH: update and revive the 2011 plan collaboratively with the Town and BIA

AM, LM,
PD

iv) Hire a design/consulting firm jointly selected;

v) Phased implementation over 2 or 3 years;

iv) If an RFP is issued and a plan accepted in early 2027, some elements could possibly be implemented by spring, 2027;

v) Quick wins that could be identified by Spring, 2027 are art banners and possible Parkette upgrades (pending estimates);

vi) Coulter Parkette Mural Wall - Pier to speak with Elyse Salon owner about her wall (south wall facing Coulter Parkette);

PD

vii) A mural would fall under the public art budget (to which the BIA would contribute), not the downtown enhancement budget.

viii) Diane suggested a working session with large format printouts of a map of the BIA so we can discuss and better visualize some blue sky thinking;

ix) Amanda will check with Engineering to see if these large format prints could be made;

AM

x) Board will have a separate, dedicated meeting on Streetscape before next Board Meeting on October 20th.

LM

7. Treasurer's Report, Steven Harris

2025 has been reconciled and spending for 2026 is on track.

As a result of the 2025 reconciliation, there are more funds available than previously thought!

Suggest that a portion of surplus could go toward the Street Enhancement RFP and hire

8. Coordinator's Report, Lisa Mills

a) **BIA Board nominations:** forms are on website and were also emailed on August 27th

b) We need to recruit 2 additional Board members. If we had 3, Jenn Lamont would consider stepping down. Pier suggested she submit her papers and we'll hold them back pending additional nominations

c) **Municipal Election:** PEBIA and SBIA hosting candidates meeting on October 5th at the Southampton Town Hall Auditorium - **ALL BOARD MEMBERS REQUESTED TO ATTEND**
This meeting is specifically geared towards businesses, the economy and BIAs

d) **Farmers' and Artisan Market Report from Shawna**

Estimated total visitors - 20,000 Not as many from the US, but lots from Canada and UK

Total Number of Vendors - 69

Seasonal - 46

Daily - 23

Buskers - 5

Total Fees Collected \$1,740

Total Paid out for buskers \$1,400

Total Applications - 198

Other vendor inquires - 32

Total prizes purchased - 3 with \$60 spent (rest donated)

e) **Board Communication** - current issue is that we're using multiple, overlapping group chats across too many platforms causing confusion and exclusions

DECISION: move all Board communication to a single group text thread

Attachments and formal document will continue to come via email

f) Do we want different or additional questions for the end-of-season survey (Aug Sept)?

1. Compared to this time last year, how would you describe foot traffic to your business?

2. Compared to last summer, how are your sales trending?

3. What's been driving customers into your business?

4. What's your busiest day/time window right now? e.g. Friday afternoons,

Tuesday mornings, etc

5. Are you planning to have evening and Sunday hours this fall/winter?
6. What would help you most for the rest of the summer season? e.g. more businesses having extended hours, more events, marketing push, etc.

9. Promotions and Events Report, Melissa Good

a) Shoppers' Night - Friday, November 20th

- i) Extend closed area on Green right up to Waterloo to accommodate additional vendors
- Lisa to submit event permit/street closure request
- ii) Lighting will be needed for the extended stretch - confirm power sources
- iii) Lisa and Melissa to create a list of help required from Town
- iv) Melissa to confirm lighting plan for Cathy's Flowers. Police Parkette may be closed for Renovations
- v) Melissa proposing having a-frame huts made (Photos attached below) from surplus funds
Does anyone have thoughts regarding who could make them? A contact at the school?

LM

LM

MG/LM

MG

ALL

b) PoutineFest recap

Lisa and Pier to meet with participating restaurants to plan for next year

PD/LM

10. Streetscape

Meridian Mural now completed and has been well received by all parties.

Pier noted the utility box art throughout Downtown has strong visual impact and will be actively putting something on his building before next summer

11. Town Report, Deputy Mayor Diane Huber

No Report

12. Motion to accept all reports

Moved by Steven Harris

Seconded by Jenn Lamont

Carried

13. Next Meeting :

Tuesday, October 20th, 9am via Zoom

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

14. Motion to adjourn at 10:00 am

Moved by Steven Harris

Seconded by Melissa Good

Carried

ACTION ITEMS:

Lisa

- Coordinate fall/winter social programme with Seattle
- Create newsletter to membership and include business survey to cover the rest of the summer
- Set date for dedicated streetscape meeting with Amanda
- Submit street closure/event permit for Shoppers' Night
- Confirm all power sources for Shoppers Night including additional lighting

All Board Members

- Review 2011 Streetscape plan

- Review letter to owner(s) of potential mural sites and approach owner of Elyse Salon
- Follow up with potential delegate candidate re: Board position

Amanda

- Ask Engineering Dept to print street map for enhancement planning

Melissa and Lisa

- Create list of holiday parkette decorating requirements from Town
- Establish lighting plan for Cathy's Flowers trees including number of lights desired

All Board Members

- **October 5th, 2026 Candidates Meeting, 7pm Southampton Town Hall**
PLEASE ALL ATTEND

- Does anyone have a contact who might quote and build out some vendor huts?





