



**BOARD OF MANAGEMENT MEETING**  
**Tuesday May 27, 2025 9:15 am**  
**Via Zoom**

**MINUTES**

**Attending: Andrew Kennedy, Andrea Belair, Diane Huber, Melissa Good, Pier Donnini and Lisa Mills, Coordinator**

**Guests: Amanda Monaghan, Town of Saugeen Shores**

**RESP.**

**1. Meeting called to order at 9:20am**

**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**

None

**4. Request for Declaration(s) of Pecuniary Interest**

None declared.

**5. Request for motion to adopt minutes of April 2, 2025 Board Meeting**

*Moved by Andrea Belair*

*Seconded by Pier Donnini*

*Passed unanimously*

**6. Chair's Report, Andrew Kennedy - Lisa gave the Chair's Report while Andrew was driving**

**a) Goderich Street Paving disruption:** Parking in Casual Corners Block - complete and the number of marked spots is the same as before construction - there is no loss of spaces  
It is intended that the work, specifically the downtown blocks, be completed by June 27th and this is on track;

**b) New Board Members and Interim Chair**

Andrea Belair will take on the duties Chair until such time as we have additional Board Members. Andrew will remain Chair until June 30th, his last event as Chair will be Art in the Alley;

**NEW BOARD MEMBERS:** *it is up to the existing Board to encourage their business neighbours to join the Board.*

*You may refer them to our website [portelginbia.com](http://portelginbia.com) to see our mandate.*

*Simply put, the BIA is a Committee of Council and is governed by the Municipal Act. It is a*

collective of commercial property owners and their tenants who pay a levy to support the operations and initiatives of the Downtown Port Elgin BIA. While our general mandates are to create and execute events and promotions to support our downtown businesses and drive traffic to the Area, we are also responsible for beautification with banners, flowers and street furnishings, public art, and the PEBIA is at juncture where we can expand and articulate our vision **To do this it is imperative that there be a complete Board that is prepared to develop a Strategic Plan with a 5-10 year vision that will guide future initiatives. (Of course this would be a flexible vision, adaptable as needs arise.)**

This vision would be presented to the Membership at the next AGM (November), and then to Council. There is a huge opportunity to have this vision embrace a revitalisation of the Business Improvement Area both in terms of how we can support the membership, advocate with Council for creative support of the Membership and physically make it an area that is attractive to new businesses and to consumers, both local and visiting.

Lisa and Amanda are fully prepared to assist with this process and investigate funding streams for both business and landscape/planning consultants.

LM/AM

Lisa and Amanda are also very willing to call on property and business owners you feel may be interested and provide them with more information.

Pier suggested that Downtown Port Elgin needs to be declared a “special economic zone” that requires support from the Town/County/Province. He and Amanda will meet the week of June 8th to discuss why Downtown Port Elgin Matters! Examples of other municipalities would be Or Melissa says she believes her business sales are down well over 20% (compared to last year), and will confirm this. The May long weekend was very flat, but cool weather was certainly a contributing factor.

PD/AM

MG

Diane asked if Amanda has a sense of what investment is included in the Town’s Business Plan and when we might see that realized. Amanda says that she has updated the Tool Kit and a Destination Development Plan is in the works

AM

## 7. **Treasurer’s Report, Andrea Belair**

a) **Spending** is on track for 2025 and we received the 2024 GL from the Town in Mid May and Lisa will reconcile 2024 for Andrea’s review.

Andrea/Lisa

b) **Pumpkinfest:** We are able to carve out \$2,500 to be put towards family entertainment at this year’s event. Pier will advise the PFest Board.

Pier

## 8. **Coordinator’s Report, Lisa Mills**

a) **Boundary Expansion** - this initiative will be on hold until we have a better defined vision for the BIA and the creation of a strategic plan;

b) **Public Art:** Amanda Monaghan has been instrumental in helping us to secure Spruce the Bruce funding for 3 new art installations: LED lit display PORT for Coulter Parkette, Mural for Coulter Parkette (original art printed onto 3mm aluminum panels which will be mounted onto the south facing wall), and a 4x5’ painted mural in the Alley at Rosina’s. Spruce the Bruce is funding 50%, the Town is funding 25% and the BIA is funding 25%. HUGE thanks to Amanda for helping with this and for getting the Town to contribute. Greater thanks to Andrew for recommending Emilie Darlington to do the art.

Further, I would like to thank Andrew on behalf of myself and the Board for his leadership these last couple of years - it hasn’t been easy but he pulled us together and we’ve seen great advancement with our promotions and events!

9. **Promotions and Events Report, Lisa on behalf of Andrew Kennedy**
- a) **Easter saw a good turnout**  
 It is becoming very important, that moving forward, we be diligent in gathering data for our events such as head counts, number of items sold or given away, etc. We already track our spending adequately.  
 This data allows us to assess the success of promotions and events and to be able to sell them through to Membership and for grant applications.
- b) **ART IN THE ALLEY** Andrew encourages all Board Members to attend Art in the Alley on Friday, June 27th from 7-9pm, in the Alley beside Rosina's. This is a great opportunity to invite your business neighbours, especially those you may feel would be good additions to the Board. A new piece of original art will be unveiled for the Alley by Port Elgin native, Emilie Darlington and there will be an artists' showcase and a 4 piece jazz ensemble. Drinks and nibbles will be available to purchase on the back deck of Rosina's  
 Mayor, Council and Staff have been invited to the event. ALL
- c) **Farmers' and Artisan Market** - opened June 4th with 600 visitors.  
 Shawna had suggested a buddy programme between vendors and brick and mortar businesses. LM  
 At this point, Lisa suggests that we re-visit this with Shawna in the Fall for 2025
- d) **Summer Street Dance, August 16th**, Coulter Parkette Andrew will carry on as a Volunteer for this event and liaise with talent and Three Sheets.
- e) **Pumpkinfest** - Pier reported that 2024 had good attendance (10,000 paid visitors), but overspent. PD  
 2025 will see some changes with a more basic approach this year. and an emphasis on family oriented, daytime entertainment.  
 There is an opportunity for the BIA to come up with ways to encourage PFest attendees (especially car show attendees), to either shop during the Festival or return at a later date. AB/MG  
 While the car show will remain on Goderich Street and will be free, there 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?).  
 Other off the cuff ideas to engage businesses are a Pumpkinfest Scavenger Hunt through BIA Businesses, Decorate your Store (PFEST has bunting and corn stalks galore!), and to promote the BIA as the place for a great small town experience for friends, great service, stellar selection...  
 Is there something cheap and cheerful that we could host at Coulter Parkette?
10. **Streetscape Report, Melissa Good**  
 There is still some budget left in the Town's contribution for post-construction mitigation. A paid social media campaign has been in place for several weeks, as well as site specific directional signage. **DO WE WANT TO PUT THESE MONIES TOWARDS ADDITIONAL SHOP LOCAL SOCIAL MEDIA ADVERTISING?** ALL
- Could we have the Town powerwash the street furniture, now that the construction is complete?  
 Lisa will ask LM
11. **Town Report, Deputy Mayor Diane Huber**  
**No news!**
12. **Motion to accept all reports**  
*Moved by Andrea Belair*  
*Seconded by Melissa Good*  
*Passed unanimously*

13. **Next Meeting**  
TBD - Unless necessary, we will defer until September

***PLEASE DIARIZE THE FIRST WEDNESDAY OF EACH MONTH AT 9:30 AM IN YOUR CALENDARS  
FOR BOARD MEETINGS!***

14. **Meeting Adjourned** at 11:12 am

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**saugeenshoreson** Need to get through Port Elgin during Phase 1 of the Goderich Street Resurfacing project? Here are the suggested detour routes:

🟡 Heavy traffic (trucks) should travel along Bruce St and the marked yellow route

🟣 Northbound traffic is encouraged to use Bricker St between Catherine St & Market St

🟢 Southbound traffic is encouraged to use Waterloo St between Market St & Catherine St

Don't forget! Downtown businesses are open and accessible to pedestrians during construction.

Learn more at

[www.engage.saugeenshores.ca/](http://www.engage.saugeenshores.ca/)