



DOWNTOWN PORT ELGIN

BUSINESS IMPROVEMENT AREA

BOARD OF MANAGEMENT MEETING

Tuesday, June 2, 2026 9:00 am

Via Zoom

APPROVED MINUTES

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

Regrets: Melissa Good, Melissa Pettigrew

Guest: Paul McGrath, Economic Development Officer, Town of Saugeen Shores

1. Meeting called to order at 9:13 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

Notes from May 19 meeting - no quorum

4. Request for Declaration(s) of Pecuniary Interest

None

5. Request for motion to adopt minutes of February 2nd, 2026 Board Meeting

Moved by Steve Harris

Seconded by Pier Donnini

Carried

6. Chair's Report, Pier Donnini

a) Pumpkinfest sponsorship or promotion

Board will make a motion to offer \$2,500 sponsorship dollars when there is quorum and Pier can recuse himself as he is on the Pumpkin Fest Board

b) Strategic Planning and Mission/Vision statement development

Mission Statement: *"The Downtown Port Elgin Business Improvement Area is a place people want to visit, shop, dine and conduct business. We aim to create connections between Member businesses, businesses and customers, and between the PEBIA and the Municipality. We accomplish this through streetscape and beautification initiatives and events and promotions that "drive feet to the street".*

Vision Statement: *"A thriving, walkable downtown where local businesses flourish, visitors feel welcome, and neighbours love to gather, by creating a sense of belonging and working together. We will be the heart of our community."*

We welcome Amanda Monaghan and Paul McGrath's input as we move forward with releasing the

document to the broader membership.

We will use the Mission and Vision statements as the foundation for all future initiatives and decisions. In short, all planning and initiatives should address the question “Does this serve our Membership in the ways we’ve established with our mission and vision statements?”

c) OBIAA Conference provided valuable insights on shared challenges across BIA Communities

i) Some universal issues are: member engagement and board recruitment and retention, Regardless of community size

ii) This was the first conference with a dedicated focus on small/rural BIA challenges

iii) The Highway 21 Alliance (Port, South, Kincardine and Owen Sound Riverside BIAs), is gaining momentum as we share each other’s events and MPP Lisa Thompson, Minister of Rural Affairs is very supportive of the initiative and suggested creating events that could be supported with a ROD Grant

The Alliance is cross promoting on socials, targeting people (not paid, yet), 40 - 60km away who would visit our BIA’s for day trips that might include dining and shopping

d) Boat Charter from Goderich to South and Port - is available for up to 12 people. ADDENDEUM
It does not make sense for the BIAs to promote and book this because of liability and cost of insurance

7. Treasurer’s Report, Steven Harris

Spending is on track for rest of year with minimal spending to date,

8. Coordinator’s Report, Lisa Mills

9. Promotions and Events Report, Lisa for Melissa Good

a) Art in the Alley - June 26, 6-9pm

Mayor will be speaking at 7pm with photo op for all Board, and Nuclear Vibes has been booked

Multiple local artists showcasing including Fred Kuntz, Jess Rosner, Ken Thorburn Rowan Stephenson (feature artist), and others

b) PoutineFest July 1, 11 - 4 pm

4 businesses confirmed to date: Wismer Brew Pub, Shawarma Plus, Wild Wings and The Queens

\$25 for 4 tastings, tickets only on Eventbrite, exchanged for tokens 1 token = 1 tasting
BIA will provide containers, promotion, tokens and trophy for winning dish

c) Canada Day Coulter Parkette Activation, 11-1pm

Face painting, bubble lady, sidewalk chalk and balloons for the kids. Nuclear Vibes will be playing from noon until 4 pm. The Farmers’ Market will also be buzzing!

10. Streetscape Report, Lisa for Melissa Good

a) Benches - 12 slate grey resin composite benches have been ordered through Port

Elgin Home Hardware with Spruce the Bruce Funding. Benches were chosen for Accessibility (easier to get up from than Muskoka chairs), and include backs

b) New Murals - one in Rosina’s Alley and another potentially on the Meridian bldg

c) Town handling downtown utility box art by local artists

d) Post construction signage campaign running with large A Frame signs

11. Economic Development & Business Outreach, Paul McGrath, Town of SS

a) Paul will be conducting business retention and expansion surveys and plans to do in person visits to businesses with Pier - survey also to be distributed via BIA Newsletter

b) These visits will introduce both Paul and Pier and will help to update our contact information

- c) One of Paul's focus's will be investment attraction for vacant storefronts
- d) Social campaigns by Town to showcase available commercial spaces
- e) Succession planning support available for retiring business owners

12. Trolley Discussion - Pier

- a) Scott Wark offering trolley for \$15,000 (covers his maintenance costs and upgrades)
- b) Estimates \$1,500 per year for ongoing maintenance plus \$1,500 for annual certification
- c) Key obstacles: Driver recruitment and insurance
- d) Paul indicates that the Town likely would not be able to manage Trolley logistics because it isn't an accessible vehicle
- e) Joanne Robbins returning from BC - will provide operational insights from previous service

13 Town Report, Deputy Mayor Diane Huber

No Report

14. Motion to accept all reports

Moved by Steven Harris

Seconded by Jenn Lamont

Carried

15. Next Meeting Date:

Tuesday, June, 16th 9am via Zoom

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

16.. Meeting Adjourned at 10:08 am