



Southampton Business Improvement Area
Approved
Board of Directors Meeting

APPROVED
MINUTES

Monday, March 26, 2026

Location:	Southampton BIA Office, 201 High Street, Southampton
Board Members Present:	Kendall Johnston-Sawyer, Melanie Myers, Amanda Seaman, Gurwinder Singh, John Divinski
Board Members via Zoom	
Guests:	
Staff Present:	Lisa Mills, Coordinator and minute taker
Regrets:	Sara Porter

#	Description		Lead	Outcome
1	Call to Order	10:03am	Kendall Sawyer	
2	Land Acknowledgement	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.	John Divinski	
3	Declarations of Pecuniary Interest	None declared	Chair	
4	Additions to Agenda	None		
5	MOTION	<i>That the minutes of the February 23, 2026 Board Meeting be accepted</i>	Moved by Seconded Passed	Kendall J-S Mealnie Myers
6	Chair's Report		Lisa Mills	Report
		<ul style="list-style-type: none"> Digital Catalogue OBIAA Conference in St Catharines, April 19-22 Kendall and Lisa both attending along with Pier Donnini and Melissa Good from the PEBIA 		Will be re-vamped for Spring/Summer Sara will be sitting on a panel regarding Main Street Revitalisation

		<ul style="list-style-type: none"> OBIAA Board Meeting in Southampton in June 		John asks if the SBIA Board will be invited to attend?
7	Coordinator's Report		Staff	Report
		<ul style="list-style-type: none"> RTO7 Operator Implementation Programme for Love Local Winter 2025 Campaign 	Lisa	<p>The campaign saw an average of 1273 ballots each week and had over 5,600 clicks through to our website (up 5,300 y/y)</p> <p>Reach 74,849</p> <p>Impressions 201,536</p> <p>C.P.C .18</p> <p>Total Spend, \$1,000</p> <p>Best performing images were Sara & Jariss walking away with shopping bags on N side of High Street</p>
8	Treasurer's Report		Treasurer	Report
		<ul style="list-style-type: none"> On track 	Melanie	
9	Strategic Planning and	Promotional Events		
9.1	Promo & Events		Sara	Report
	2026 events	<ul style="list-style-type: none"> April 11 and 12 Wine and Cheese Fest Posters are out, wine has been purchased Town gave approval to have Barrel demo including charring in front of Town Hall Thursday Evening store openings: The P&E Committee will be surveying the core block businesses to see if there is interest in staying open until 8pm to take advantage of car show and ice cream traffic and/or having vendor tables outside - Summer Event - Sara to reach out to Legion about possibly combining events 	<p>Lisa</p> <p>Sara</p>	<p>John feels that if there aren't sufficient vendors, this will look tacky</p> <p>Sara</p>
9.2	Streetscape		Kendall	Report
		<ul style="list-style-type: none"> Bell Building Mural - Kennedy to provide concepts in next couple of weeks Children's art contest - Amanda Seaman will be following up with GC Huston 	<p>Kendall</p> <p>Amanda</p>	
9.3	Membership		Amanda Seaman	
		<ul style="list-style-type: none"> No report - happy to see Vintage Vault and Larkspur 		

		Books in core block!		
10	Town		John Divinski	
		<ul style="list-style-type: none"> • Marine Heritage Friday Markets will revert to their 2025 setup in the Coliseum Parking Lot • Town is providing 6 heavy A frames that will have directional signage to the core area • Port Elgin is to see a restaurant block and gas station block at the Holiday Inn Express • Waterfront Access Points review and work plan Regarding opening up some grown over points and delineating these spots along with parking with lines and signage • List of booked events at Coliseum below • Council Remuneration - Mr Divinski made \$27,000 in 2025 for sitting on Council and a number of committees - acceptance of an updated remuneration package is at tonight's Council Meeting • Question: are our minutes being forwarded to Town Clerk? Yes, and Lisa has followed up with Katlin Bos (new Clerk) and forwarding duplicates for their files • John pointed out that, should we ever need it, how to exit and enter meeting for confidential conversations by Moving to close a meeting and Moving to go back into a meeting 	Amanda Monaghan	Lisa
	MOTION	<i>That the Chair, Coordinator, Treasurer and all Committee Reports be accepted as presented.</i>	Moved by: Seconded by: Passed	Gurwinder Amanda
11	New Business			
		None		
12	Future Meeting Dates	All at the BIA Office unless otherwise organised		
	Board Meeting	4th Monday of each month • Next meeting April 27th	10 am	
13	MOTION	<i>That the meeting be adjourned at 10:42 am</i>	Moved by: Seconded by: Passed	Melanie Gurwinder

List of 2025 events at Coliseum:

April 29 Steam Faire
 May 23-25 Sisters Warehouse Sale
 May 31 Huron Shores Run
 June 1 Air Cadets Annual Review
 June 13-15 Lacrosse Tournament
 June 28 Bruce County Bash
 July 3 Craft Show
 July 5 Bruce Power Fun Fest

Lisa awaiting 2026 events listing from Corby Leitch

July 12	Comicon
July 18-19	Antique Show
August 16	Gran Fondo
August 23	Southampton Tennis Club Cup Days
August 22-24	Sisters Warehouse Sale