



Southampton Business Improvement Area  
Approved  
Board of Directors Meeting

APPROVED  
MINUTES

Thursday, September 25, 2025, 5:30 pm

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

#	Description		Lead	Outcome
1	Call to Order	5:33 pm	Chair	
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.	Sara	
3	Declarations of Pecuniary Interest	None declared	Chair	
4	Additions to Agenda	None		
5	<b>MOTION</b>	<i>That the minutes of the June 26, 2025 Board Meeting be accepted</i>	Moved by Seconded Carried	Kendall J-S Amanda Seaman
6	Chair's Report		Chair	Report
		<ul style="list-style-type: none"> <li>OBIAA Request for Board Motion to nominate Sara Porter to another term on OBIAA Board</li> <li>Annual General Meeting - Tuesday, November 4th, Town Hall auditorium, 6 for 6:30 start 6pm Social 6:30 Awards 7pm Guests: Escarpment Magazine re special ad pricing to BIA members; Jeff Virgo re sponsorship</li> </ul>		Kendall J-S Amanda Seaman Letter sent, Lisa Tues, Nov 4, 6pm Auditorium “

It		<p>for new soccer pitches Award nominations to be posted on BIA socials this coming week.</p> <ul style="list-style-type: none"> <li>• Construction Update <ul style="list-style-type: none"> <li>- Core block will be ready for Ladies at the Lake</li> <li>-Most delays (with the exception of 3 weather days), have been due to additional work on water infrastructure (replacement of all 40 water valve accesses), water main at Victoria Street (repair of faulty valve), supply chain issues with interlock (solved!), remediation of many sub-grade coal chutes on each side of High Street, scheduling with subcontractors due to above delays</li> <li>-Westario will not be removing overhead wires crossing High Street and along fronts of buildings on South side of High, rather they will be running conduit along the buildings and this will, as we understand it, include high speed fibre optic wiring</li> <li>-As at September 25, the South side of High Street Below Albert has been opened to parking</li> </ul> </li> <li>• Vicinity App for business listing, trail maps and CRM Town not interested in sponsoring an events/tourism focussed app as they've recently offloaded their own app <ul style="list-style-type: none"> <li>- SBIA and PEBIA to investigate having a zoom meeting with other nearby BIAs with the idea to create a regional app - this could include Owen Sound River District, Kincardine and others as well as other pertinent stakeholders including municipalities, service groups, etc</li> </ul> </li> <li>• ROD - Rural Development Ontario (formerly RED) OBIAA is looking for letters of support from BIA's so they can apply as an umbrella organisation for the Main Street Advantage Programme</li> <li>• Southampton Arts - exterior sign update SA will be applying to the Town to install a digital screen on the North side of the building to be designed to compliment the building</li> <li>• Marine Heritage Tastes and Artisan Market - the BIA will be meeting with MH and the Town to discuss the results of the Market's reconfiguration this summer</li> </ul>		<p>October 16</p> <p>Town not interested Sara to present to Port Elgin BIA to see if they'd be interested in splitting costs totalling \$4,000</p> <p>Lisa and Sara</p> <p><a href="https://www.ontario.ca/page/rural-ontario-development-program#section-0">https://www.ontario.ca/page/rural-ontario-development-program#section-0</a></p> <p>The BIA would like to see this put on hold until a design for the entire north side of the building has been established Sara and Lisa to attend meeting on October 7 Survey sent to High Street businesses asking to report their impressions and impact from the Market</p>
7	Coordinator's Report		Staff	Report
		<ul style="list-style-type: none"> <li>• No report</li> </ul>		

8	Treasurer's Report		Treasurer	Report
		<ul style="list-style-type: none"> <li>On track</li> </ul>	Lisa for Melanie	
9	Strategic Planning and	Promotional Events		
9.1	Promo & Events		Sara	Report
	<ul style="list-style-type: none"> <li>2025 events</li> </ul>	<ul style="list-style-type: none"> <li><b>Comicon in July</b></li> <li>Love Local shop and win June - September 2025 This promotion was wildly successful with almost 40,000 ballots collected over 14 weeks, each ballot representing \$25 spent (The BIA estimates that this represents 25 to 30% of total spending as not everyone chose to participate, not all shoppers completed ballots, some sales would have been less than \$25) To date 7 \$100 vouchers (prize was \$100 voucher good participating business in Construction area), have been redeemed and remaining are good until October 31</li> <li><b>Shindig in August</b> Well attended and received despite truncated setup on western most area of High Street, west of Grosvenor In 2026 we'll return to the core block and investigate adding buskers, food trucks, and more small activations The Board agrees that this should remain a free family event capitalising on the quaint charm of Southampton</li> <li>Ladies at the Lake - October 16-18</li> <li>Sparkles November 20</li> <li>Christmas in Southampton November 22</li> <li>Festive Fridays - horse drawn wagon rides</li> <li>Santa Summit - 3rd Annual</li> <li>2026 events set</li> <li>Hello Card</li> </ul>		<p>Awaiting feedback from Organiser</p> <p>Poll restos as to their interest in having street eats next year</p> <p>See listing attached</p> <p>See listing attached</p> <p>Committee to review feasibility of continuing as there has not be good uptake</p>
9.2	Streetscape		Kendall	Report
		<ul style="list-style-type: none"> <li>2 new pieces of public art installed Mural on the Bell Building at Albert and Landsdowne was 'revealed' to great acclaim in September. In attendance were Mayor Charbonneau, John Divinski, Chief Conrad Ritchie, artists Emily Kewageshig and Taylor Cameron and a representative from Bell Canada</li> <li>suggested that we keep adding to the South side of the building, possibly with youth artists</li> </ul>		<p>Kendall, Lisa and Amanda Monaghan to reach out</p>

		<ul style="list-style-type: none"> <li>illuminated letters SOUTH to be installed on west side of Town Hall by early October</li> <li>Breakfast meeting on September 30th to discuss 2026 Streetscape plans</li> </ul>		Kendall, Sara, Lisa, John
9.3	Membership			
		<ul style="list-style-type: none"> <li>Amanda Seaman will consider taking on Membership responsibilities (visiting and welcoming new businesses)</li> <li>A new hair salon will be taking over the premises where Bluewater Coiffures was at 22 Grosvenor Street N, and Vintage Vault will be moving to 174 High Street in January, 2026. Larkspur Books and Remind Spa will both be moving across the street to Remind General Store at 189 High Street for January 1</li> </ul>		Amanda Seaman?
10	Town		John Divinski	
		<ul style="list-style-type: none"> <li>No report</li> </ul>		
	<b>MOTION</b>	<i>That the Chair, Coordinator, Treasurer and all Committee Reports be accepted as presented.</i>	Moved by: Seconded by: Carried	Amanda Kendall
11	New Business			
		<i>Motion, if required</i>		
12	<b>Future Meeting Dates</b>	All at the BIA Office unless otherwise organised		
	<b>Streetscape</b>	Tuesday, September 30th, breakfast at Lighthouse	9am	
	<b>Next Board Meeting</b>	4th Thursday of each month • Thursday, October 23rd	5:30 pm	
13	<b>Meeting Adjourned</b>	7:21pm		