



Southampton Business Improvement Area  
Board of Directors Meeting

APPROVED  
MINUTES

Thursday, November 27, 2025, 5:30 pm

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

#	Description		Lead	Outcome
1	Call to Order	5:45 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.	Kendall	
3	Declarations of Pecuniary Interest	None declared	Chair	
4	Additions to Agenda	None		
5	<b>MOTION</b>	<i>That the minutes of the October 23, 2025 Board Meeting be accepted</i>	Moved by Seconded Carried	Malanie Myers Kendal J-S
6	Chair's Report		Chair	Report
		<ul style="list-style-type: none"> <li>AGM of November 4th saw a good turnout of Members, the Board - Sara Porter, Melanie Myers, Kendall Johnston Sawyer, Amanda Seaman, Councillor John Divinski, as well as Mayor of Saugeen Shores, Luke Charbonneau and Councillor Bud Halpin</li> <li>The Annual Report as presented by Chair Sara Porter was received by the membership with few questions or comments. The 2025 Annual Report is posted on the SBIA website includes the year in review, including High Street Revitalisation, promotions, events, streetscape</li> </ul>		<a href="https://southamptonbia.com/members%3A-info-and-photos">https://southamptonbia.com/members%3A-info-and-photos</a>

		<p>and the 2026 budget which remains the same as 2025 in order that Membership not be burdened with additional costs</p> <ul style="list-style-type: none"> <li>• Worth Noting: Doug Longmire, Southampton resident, active user of the streets and sidewalks in his adaptive scooter and vocal objector to HSR, indicated that, in fact, he does quite like the design, appreciates the additional safety aspects as a result of the installation of curb extensions, and posted to his group socials that this is his revised opinion.</li> <li>• Construction Update: Phases one and two have been completed, street furnishings are installed and trees are planted. The intersections at Albert and at Grosvenor have been completed this season and as such, should allow work for 2026 to proceed quickly, with projected completion before the May long weekend, weather permitting. Council has suggested that matching interlock be installed from Grosvenor Street to the Flag.</li> <li>• BIA will formally request to the Town that matching interlock replace existing in front of the Library as well as at the south side of the Town Hall between the BIA Office and the Art School building as it is in disrepair, in particular the railroad ties along the perimeter of the garden area between the TH and School</li> <li>• Melanie Myers asked whether advanced green lights will be implemented at intersections especially in the summer months.</li> </ul> <ul style="list-style-type: none"> <li>• Digital Catalogue is being finalised and we anticipate it going live in December</li> <li>• Wayfinding signs that are positioned by the Town in various strategic locations need to be updated</li> <li>• Sara attended the “Breakfast with Leadership” that featured, MPP, Mayor, MP</li> <li>• Southampton Arts; - Sara spoke with Fred Kuntz and they seem to be open to collaborative events and allowing the BIA to host events at SA for things like Members’ Nights, Spruce the Bruce info night, etc</li> <li>• Experience Ontario is now funding only very large events and festivals</li> <li>• Highway 21 BIAs - Sara is organising a day long meeting to include Southampton, Port Elgin, Goderich, Kincardine, Owen Sound to discuss how we, as rural, regional BIA’s can be more effective and mutually supportive</li> </ul>		<p>Kendall and Sara</p> <p>Town has advised that MTO determines the light programming and that we’ll assess after the 2026 summer season</p> <p>Kendall, Lisa, Amanda Monaghan</p> <p>P&amp;E Committee</p> <p>Januaryxx</p>
	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 We will adjust our budget format slights to remove income to a separate column</li> </ul>	Lisa for Melanie	

9	Strategic Planning and	Promotional Events		
9.1	Promo & Events		Sara	Report
	<ul style="list-style-type: none"> <li>• 2026 Events</li> </ul>	<ul style="list-style-type: none"> <li>• <b>The Committee has grown!</b> Sara looks forward to delegating organisation and execution of events to the Committee more fully</li> <li>• AGCO Events requiring liquor permits may have new and different permit requirements - Sara will investigate</li> <li>• The BIA has purchased re-useable wreaths to be distributed to all businesses, with the intention that they be decorated in a manner reflecting their businesses</li> <li>• Sparkles Night, November 20 - great turnout for tree lighting that included live music with Nuclear Vibes, visit from the Mayor and Mrs Claus, popcorn by Rotary Southampton and attendance well in excess of 150 people</li> <li>• Anecdotally, merchants believe this was one of the best sales days during what has been a very soft Fall</li> <li>• Christmas in Southampton November 22</li> <li>• Festive Fridays - horse drawn wagon rides</li> <li>• Sip and Shop Wish Lists - cooperative event with Port Elgin BIA</li> <li>• Santa Summit - 3rd Annual on December 19</li> <li>• 2026 - First Committee Meeting set</li> <li>• First Promotion for 2026 will be Love Local, Shop to Win, similar to summer promotion with weekly prizes of BIA Gift Card</li> <li>• Hello Card - Board is disappointed at the lack of buy in by merchants and uptake by consumers. We will be taking any excess of allocated funds to the programme in gift cards for prizes for winter campaign</li> <li>• We have been offered a spot in RTO7's winter OIP campaign and will use this paid promotion (\$1000 by RTO7), towards the shop local campaign. This is no cost to us, just lots of paperwork, reporting and admin on our side.</li> <li>• Pumpkinfest has requested a \$5,000 donation for 2026 and we have to regretfully decline</li> <li>• Curling Battle weekend - has requested \$10,000 and will regretfully decline</li> <li>• OBIAA had their Board Elections on November 20th and Sara was re-elected and now is the Board Secretary. Congratulations, Sara!</li> <li>• OBIAA Conference - Port Elgin has approved covering 50% of Lisa's costs. SBIA will cover the other half. The dates are April 19-22nd and the theme is "Grow With Us", with lots of work about boundary expansions, high street revitalisations, etc.</li> </ul>		<p>Sara</p> <p>xxx</p> <p>Lisa</p> <p>Lisa</p> <p>Sara</p>
9.2	Streetscape		Kendall	Report
		<ul style="list-style-type: none"> <li>• Proceeding with engaging Kennedy Cameron to create a smaller mural for the South Side of the Bell Building</li> <li>• Proceeding with request to GC Huston and another</li> </ul>	Kendall	

		<p>youth to create artwork for two new street banners to be installed on High Street along with 2 generic BIA Banners</p> <ul style="list-style-type: none"> <li>• illuminated letters SOUTH to be installed on west side of Town Hall by whenever - there were setbacks with the fabricator</li> <li>• Create a map to give to town crew indicating additional bench placement for summer 2026</li> <li>• figure out best way to create impactful holiday light display at Town Hall - additional lights for trees, ways to keep existing ornaments upright, etc</li> <li>• Attend Town yard in the spring and go through what lights and decorations they may already have that are not in use and decide if they can be kept and used, or pitched</li> </ul>		<p>Kendall, Sara, Lisa</p> <p>Kendall</p> <p>Kendall, Lisa</p>
9.3	Membership			
		<ul style="list-style-type: none"> <li>• Amanda Seaman will be our Membership Chair! Lisa will provide sample package for distribution to new businesses.</li> </ul>	Lisa	
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>	<p>Moved by:</p> <p>Seconded by:</p> <p>Carried</p>	<p>Kendall</p> <p>Amanda</p>
11	<b>New Business</b>			
12	<b>Future Meeting Dates</b>	IS THERE A WILLINGNESS TO MOVE BOARD MEETINGS TO MONDAY MORNINGS AT 9:30?		
	<b>Next Board Meeting</b>	4th week of each month	TBD	
13	<b>Meeting Adjourned</b>	7:37pm		