



Southampton Business Improvement Area  
Approved  
Board of Directors Meeting

**DRAFT  
MINUTES**

Thursday, October 23, 2025, 5:30 pm

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

#	Description		Lead	Outcome
1	Call to Order	5:38 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.	Melanie Myers	
3	Declarations of Pecuniary Interest	None declared	Chair	
4	Additions to Agenda	None		
5	<b>MOTION</b>	<i>That the minutes of the September 25, 2025 Board Meeting be accepted</i>	Moved by Seconded Carried	Kendall J-S Melanie Myers
6	Chair's Report		Chair	Report
		1. Annual General Meeting, November 4th, Sara shared annual report and will forward to Board prior to AGM  2. Construction Update - Almost done! Remaining work consists of interlock, placement of furnishings and trees Phase II has commenced (early) between Grosvenor and Huron Streets along with intersection at Albert and High. Interlock around sundial at Library to be part of Phase II All work to Huron Street is anticipated to be complete prior		6pm social, 6:30 meeting

	It	<p>to the May 24 Weekend in 2026</p> <p>3. Vicinity CRM to be pitched to Port Elgin BIA to split cost</p> <p>4. Digital Magazine - Sara will share with Board to review and approval prior to the AGM and it will include articles and q&amp;a's from some members</p> <p>5. Ship Savvy is a shipping cost aggregator and is offering a \$50 coupon to BIA Members who sign up</p> <p>6. Art Gallery Update re: signage</p> <p>7. Business to Bruce has two upcoming initiatives, i) Wednesday, November 13 (time and location to be confirmed). The session, led by Kim Clark from RTO7, will focus on "Marketing to the Right Audience: How to Capitalize on Sports Tourism, Rainbow Registered Businesses, and Bike Friendly Businesses." The idea would be to co-host the event together (this will include all of our branding). Business to Bruce to cover the trainer costs as well as the cost for refreshments and a room rental (if applicable). Because this will be an exclusive training workshop for the Businesses in Saugeen Shores, I would need your help to market it to the local businesses. ii) T3 Accelerator Training - free consultation for businesses with TechCompass, to audit and create digital solutions for Tourism businesses</p> <p>8. Bruce County Museum and Cultural Center will be including the BIA logo on their materials as a community partner</p>		<p>Lisa/Sara</p> <p>Sara</p> <p>Include with newsletter</p> <p>With the Town</p> <p>Include with newsletter</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 and Melanie will amend the 2026 Proposed budget per discussions to exclude Associate Membership detail and the Love Local Winter Campaign</li> </ul>	Lisa for Melanie	2026 Proposed budget attached BOARD TO REVIEW AND COMMENT/APPROVE prior to AGM
9	Strategic Planning and	Promotional Events		
9.1	Promo & Events		Sara	Report
	<ul style="list-style-type: none"> <li>2025 events</li> </ul>	<p>1. Ladies at the Lake - Sara will be sending out a survey to member participants, anecdotally, there seemed to be good foot traffic on Friday, less so on Saturday and Sunday although</p>		

		<p>the BIA sponsored Mimosas at the Gallery on Sunday morning enjoyed 18 attendees.</p> <p>2. November 20th, Sparkles Night, Tree Lighting with the Mayor, Live Music, Rotary popcorn, temporary igloos on curb extensions</p> <p>Someone to approach GC Huston to see if the children would like to sing a couple of Holiday songs</p> <p>3. Artisan Market at Chantry Centre, Rotary Hall, Boat House and Town Hall Auditorium</p> <p>4. Hello Gift Card - has not enjoyed the uptake we had hoped and as a result we are asking that the \$2400 we paid to Hello Card for a promotion be converted to physical cards that we can give away as prizes, etc.</p>		<p>Please attend outside the Town Hall at 6:30pm</p> <p>??</p> <p>Nov 22, 10-3</p>
9.2	Streetscape		Kendall	Report
		<p>1. LED SOUTH installation to be complete first week of November</p> <p>2. Possible additional art opportunities with the Town, banners, small mural on bell building</p> <p>3. Holiday lame decorations need to be replaced for 2026</p> <p>4. SBIA is splitting the cost of a seacan with PEBIA for placement at Peel yard. This will house decorations and assorted materials we've accumulated and don't have room for at the office</p>		
9.3	Membership			
		<p>1. Amanda Seaman will consider taking on Membership responsibilities (visiting and welcoming new businesses)</p>		Amanda Seaman?
10	Town		John Divinski	
		<p>Commercial property recycle pick up may be changing in accordance with a provincial mandate - Town is working on alternative solutions so businesses won't have to divert recyclables to landfill</p>		
	<b>MOTION</b>	<p><i>That the Chair, Coordinator, Treasurer and all Committee Reports be accepted as presented.</i></p>	<p>Moved by:</p> <p>Seconded by:</p> <p>Carried</p>	<p>Kendall</p> <p>Melanie</p>
11	New Business			

		<i>Motion, if required</i>		
12	<b>Future Meeting Dates</b>	All at the BIA Office unless otherwise organised		
	<b>Next Meeting</b>	Annual General Meeting	Nov 4, 6pm	Town Hall Auditorium
	<b>Regular Board Meeting</b>	4th Thursday of each month • Thursday, November 27th	5:30 pm	
13	<b>Meeting Adjourned</b>	6:41pm		