Southampton Business Improvement Area
Board of Directors Meeting

APPROVED MINUTES

Monday, June 22, 2026

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

#	Description		Lead	Outcome
1	Call to Order	10:11am	Sara Porter	
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 Porter	
3	Declarations of Pecuniary Interest	None declared	Chair	
4	Additions to Agenda	2027 Budget and Levy		
5	**MOTION**	*That the minutes of the May 25, 2026 Board Meeting be accepted*	Moved by Seconded Carried	Amanda Seaman John Divinski
6	Chair's Report		Chair	Report
		• Digital Catalogue - Spring/Summer Issue - • OBIAA Board Meeting Southampton hosted the OBIAA Board for their in-person meetings June 18 and 19. Members from across Ontario gathered. Dinners were held at Rosina's		We missed this Very well received and Southampton was well enjoyed and appreciated!

		in Port Elgin on Wednesday evening, and Room 797 in Southampton on Thursday. Lunches and snacks were provided by Armen's, Little Black Dog, Elk and Finch, Refresh Juice and Offshore Bakery. A Welcome Bag was given to participants with donations from Southampton Olive Oil Company, Logan's Southampton Store, ReMind General Store and Outlaw Brew Co. Friday Morning welcome comments from the Mayor of Saugeen Shores and Huron Bruce MPP and Minister of Rural Affairs Lisa Thompson. Also in attendance were the mayors of Kincardine and South Bruce. Minister Thompson announced the Mainstreet Advantage Programme, part of ROD. This plan is specifically for rural BIA's that would not normally be able to afford a geo-fence, consumer data gathering initiative and OBIAA is offsetting the $2500 cost with a $500 grant. This type of research and report would normally be about $10K, but this is being created, with a slightly shorter report scope, to be of benefit to towns like ours. The most recent data the Town has purchased was for 2025 and they will do this again in 2028. Getting 2027 data through this programme fills a gap at a fraction of the cost. The programme will be capped at 25 applicants, Port Elgin has also submitted an expression of interest. OBIAA has hired Mason Ainsworth on a one year contract to research, consult and execute this programme. The minister also presented other local organisations (Pumpkinfest, SS Police Services), with funding. Councillor Divinski pointed out that Amanda Monaghan has created a shoulder season report The key findings were that during these periods, visitors come primarily from Grey Bruce (40-60 km). The SBIA has been focussing on this demographic for the last couple of years and we continually encourage our residents and day trippers to shop and dine locally. ● 2028 OBIAA Conference Bid Southampton, Port Elgin and Kincardine are putting forward a bid for the 2026 conference and the document has been forwarded to the Board for review. This is an excellent opportunity to bring focus to rural BIA's and demonstrate cooperation and innovation between the three, not least being the creation of the Experience HWY 21 initiative. The recommendation is to have the conference at UNIFOR and use the Holiday Inn Express for additional accommodation. Mobile excursions would include all three towns. OBIAA's rural resolve and positive board visit bode well for the bid!		SBIA has already submitted their expression of interest in this programmer Report attached below Distribute to Membership via newsletter Sara presenting July 15

		• EC DEV pitch to TMU has been confirmed and Sara will be presenting July 15th. The focus is: extended shoulder season strategies for rural businesses. Four Communities are presenting to the class, including Downtown Beamsville. Beamsville is comparable to Southampton (tourism draw, visitor profile), and the resulting report will be a useful benchmark. • 2027 Budget and Levy Planning Levy increase was deferred twice (2025 and 2026) due to construction and recovery. We will review our plans for 2027 and approach the levy based on the plan. It should, at the very least, be increased by the same amount that commercial property taxes are raised (most recently about 4%). BIA Committees are encouraged to assess their needs over the summer and in the fall sit down to review and also explore funding opportunities. Our goal is to arrive in September knowing what investment levels are wanted and then calculate any levy impact. Timeline note: new Town Council (post election), will not be approving 2027 budgets until March of 2027. Regardless, we will have our budget prepared for presentation at the AGM in November and to the new Council thereafter.		
7	Coordinator's Report		Staff	Report
		• Kennedy Cameron - Land Acknowledgement Video It's beautiful! Kendall has provided a link and it is below and will be included with the upcoming newsletter. Kennedy is the 2026 mural artist whose work will be featured on the South wall of the Bell Building. https://vimeo.com/1174114439/f2d9d41201?share=copy&fl=sv&fe=ci	Lisa	
8	Treasurer's Report		Treasurer	Report
		• Spending on track • Reserve balance and detailed GL received from CFO and Lisa and Melanie will be reviewing, reconciling and closing 2025 in the coming weeks.	Lisa for Melanie	
9	Strategic Planning and	Promotional Events		
9.1	Promo & Events		Sara	Report
	2026 events	• Boat cruises from Kincardine to Port and South - need to be revisited as the Town is indicating that insurance liability may not make this feasible. That being said,		

		the charter company can certainly promote their trips, the BIAs cannot be the booking conduit. Goal: revisit for 2027 ● Canada Day, July 1 150 red and white helium balloons have been ordered from Foodland to be distributed to shops on the street for decoration and giving away ● **Live Music with Elegantly Stripped has been booked for Saturday June, 27 and August 1. They'll be positioned on the curb extension at Outlaw for the afternoon** ● **August Long Weekend - Southampton Arts Festival Mural reveal on Bell Buidling - Kendall will confirm what day, Friday or Saturday, Kennedy is available and then Municipal dignitaries, Band Chief and SA Board will need to be notified.** ● **SBIA is providing sidewalk chalk to SAF for a colouring contest** ● **SBIA will also be mounting 15 pieces of GC Huston artwork (submissions from banner contest), on the wall of 173 High Street** ● **Legion Party - no word from the Legion, therefore we will re-assign our ShinDig budget to Christmas** ● **Ladies at the Lake, October 16/17** **Moving forward as Ladies at the Lake (after much debate with the P&E Committee - they were concerned about women-only optics, but decided that women-centered events are successful drivers of these sorts of getaway/shopping events)** **The committee is promoting Southampton Businesses, most of which are women-led, and to that end will be having a photo shoot in August featuring local women in fall clothing from our own businesses. These photographs taken in-stores, restos and on the street, will be added to our digital library and also used as teasers for event social media.** **Rationale: show every age, size and style available to drive discovery!** ● **Christmas Market - planning meeting end of June**		Sara will email Legion and offer any support we can and advise that we will not be hosting a competing party - we will resume ShinDig in 2027
9.2	Streetscape		Kendall	Report
		● **Mural artwork in hand - awaiting revised quote based on rectangular configuration of art (rather than**	Lisa/HaveOne Lisa/Kendall	

		square) ● Need to set a date to review state of seacan and the holiday light inventory ● Banner art in hand, installation slated for mid July ● Flower baskets - Lisa has advised Adam Parsons at the Town that it appears Port Elgin received Southampton's pink flowers. We only ever want pink flowers, either million bell petunias or regular ones. Pink (or purple) tends to show the best and there's no need for a hodge-podge of colours and trailing vines. This year's variety of white, purple, red and very little pink, don't stand out against blue sky or with our blue generic banners.	Lisa	
9.3	Membership		Amanda Seaman	
		● Welcome package to be dropped off to Kawartha Dai		
10	Town		John Divinski	
		Report to Council by Amanda Monaghan regarding 2025/26 shoulder season tourism social media campaign. Links for Shoulder Season Report: Report: https://pub-saugeenshores.escribemeetings.com/filestream.ashx?DocumentId=9930 PPT: https://pub-saugeenshores.escribemeetings.com/filestream.ashx?DocumentId=9931 60 second video: https://youtu.be/KH3XUk-fV8s?si=TTSAAjYSM5psTOOE Static ad		

	MOTION	*That the Chair, Coordinator, Treasurer and all Committee Reports be accepted as presented.*	Moved by: Seconded by: Carried	Amanda Seaman Kendall Johnston-Sawyer
11	**New Business**			
		None		
12	**Future Meeting Dates**			
	Board Meeting	**4th Monday of each month** **• Next meeting September 28th**	**10 am**	
13	**MOTION**	*That the meeting be adjourned at 11 am*	Moved by: Seconded by: Carried	Kendall Johnston S John Divinski