



Southampton Business Improvement Area

Board of Directors Meeting

APPROVED MINUTES

Monday, January 23, 2026, 10 am

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

#	Description		Lead	Outcome
1	Call to Order	10:12 am	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.	Amanda	
3	Declarations of Pecuniary Interest	None declared	Chair	

4	Additions to Agenda	<ol style="list-style-type: none"><li data-bbox="560 115 1063 210">1. Amanda Deere, representing A Remarkable Me and Lighthouse Restaurant has been put forward to sit on the Board<li data-bbox="560 241 1096 777">2. ROMA Conference - Sara attended with members of the OBIAA Board and they spoke with 3 ministries - Economic Development, Tourism and Rural Affairs. The delegation met with deputies and pa's from these ministries and presented a couple points of view, including allowing BIAs to be EcDev partners for public realm grants; granting of funds to OBIAA to access data that would be disseminated to BIAs; regarding Main Street revitalisations that are affecting so many BIAs, OBIAA delegation indicated that member businesses often require support for post construction recovery - apparently this had not occurred to any of the pertinent ministries	Sara	Sara will reach out to Amanda and invite her to our next meeting
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		<p>3. RTO7 Sustainability webinar attended by John and Lisa on Jan 20th</p> <p>Presenter was Dr Rachel Dodds, a globally recognised expert in sustainable tourism, destination planning and responsible visitor management. The session provided practical guidance on integrating sustainability into tourism operations including environmental impact, enhancing business resilience and improving overall visitor experience.</p> <p>John had a question: How much tourism is enough?</p> <p>There is a greater chance of success if:</p> <ul style="list-style-type: none"> - Initiative is easy and fun ie interactive garbage can that says yum yum - Initiative is convenient - people will walk about 3m before dropping garbage, including swag - there is less and less interest in "free stuff" - People need to see immediate progress - Share the benefit, figure out value of result and give an incentive eg coffee shops giving away used coffee grounds for compost. Food waste is a relatively easy place to start - reduce plate sizes lightly, serve one slice of toast - people will ask if they want more - Treat employees as well as your customers - Showcase values - Show benefits <ul style="list-style-type: none"> - Provide incentives - discount if you bring your own cup, container, etc - See if neighbouring towns have something you may need for an event such as a water filling station <p>4. Marine Heritage Market - Meeting with Town to do a quick SWOT analysis on Jan 30th</p> <p>What would the Board like to propose?</p>		<p>List to what is presented, reiterate that we would love to see the Market move to High Street, otherwise proceed as usual</p>
5	MOTION	<i>That the minutes of the November 26, 2025 Board Meeting be accepted</i>	Moved by Seconded Carried	Amanda Seaman Kendal J-S
6	Chair's Report		Chair	Report

		<ul style="list-style-type: none"> ● Digital Catalogue is ready and should launch on website in early February, if not sooner ● Spruce the Bruce Grants will open beginning of February <ul style="list-style-type: none"> ● Requests for funding from Pumpkinfest and Curling Battle - Sara has advised that, unfortunately, the BIA is not to be considered as a source for funding. We are happy to partner on promotions, but cannot offer financial support nor ask our members to offer discounts 	Sara	John suggested that all responses to the e types of requests include the Board
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	MOTION	<p><i>That all responses to requests for funding or other pertinent correspondence cc all Board members</i></p> <ul style="list-style-type: none"> ● OBIAA Conference ● Sara has created a comprehensive award submission for the High Street Revitalisation, Town as a co-partner Sara will be speaking on the last day of the Conference, topic TBD ● HWY 21 BIAs Sara and Kendall hosted members from Owen Sound River District, Port Elgin and Kincardine BIAs on January 20 for an exploratory meeting to discuss the challenges and successes of our BIAs (Goderich will attend next meeting) Another meeting has been scheduled for March in Kincardine. In the meantime, the @hwy21experience has been created! <p>Topics of note were shoulder season events, collaborative initiatives, Owen Sound's street outreach team (paid for by county with federal funds), that deals with everything from cleanup to assisting unhoused.</p>	Move by Seconded by Carried	<p>John Divinski Amanda Seaman</p> <p>Sara, Kendall and Lisa (paid half by Port), will attend</p> <p>A collective of BIA's on the Huron coast that will support each other by sharing events and possibly collaborating on a future event</p> <p>Lisa will follow up with more details on this</p>
	Coordinator's Report		Staff	Report
		<ul style="list-style-type: none"> ● No report 		
8	Treasurer's Report		Treasurer	Report
		<ul style="list-style-type: none"> ● On track We will adjust our budget format slightly to remove income to a separate column 	Lisa for Melanie	
9	Strategic Planning and	Promotional Events		
9.1	Promo & Events		Sara	Report

	<ul style="list-style-type: none"> • 2026 Events 	<ul style="list-style-type: none"> • First meeting with seven attendees at Elk and Finch on Jan 28th Next meeting to be re-scheduled for February to nail down Q1 and Q2 events including Winter Love Local Campaign (just like last summer's but including entire membership), launching Feb 2 with support from RTO7's OIP which is a \$1000 grant for social media paid advertising February 14th horse and wagon rides and possible chocolate promotion - stay tuned for details 		
9.2	Streetscape		Kendall	Report
		<ul style="list-style-type: none"> • South sign has been damaged and removed to Peel Yard Town in presently repairing and will re-install in the Spring 	Kendall	Kendal will suggest that proper anchoring of signage

		<ul style="list-style-type: none"> • Garbage receptacles for High Street in Summer • Applying to StB for smaller Mural on Bell Building as well as additional banners for High Street Proceeding with request to GC Huston and another youth to create artwork for two new street banners to be installed on High Street along with 2 generic BIA Banners • Create a map to give to town crew indicating additional bench placement for summer 2026 • figure out best way to create impactful holiday light display at Town Hall - additional lights for trees, ways to keep existing ornaments upright, etc • 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 		<p>be installed and that sign be moved for winter storage Ask for Maglin's pricing for larger bins to match existing</p> <p>Kendall and Amanda</p> <p>Kendall, Sara, Lisa</p>
9.3	Membership			
		<ul style="list-style-type: none"> • Lisa will provide sample package for distribution to new businesses. 	Lisa	Amanda to drop off package at Minh's resto on High St, please
10	Town		John Divinski	

		<ul style="list-style-type: none"> • Town has indicated that tenders have been issued for HWY 21 resurfacing through to SFN Anticipated that Grosvenor to Flag segment to be complete by May 2-4 • Cenotaph funds returned to Legion for cairn and cross refurbishment and memorial walls will be installed on the sidewalks of the western-most intersections 		
	MOTION	<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			
12	Future Meeting Dates	IS THERE A WILLINGNESS TO MOVE BOARD MEETINGS TO MONDAY MORNINGS AT 9:30?		

	Next Board Meeting	4th Monday of each month at 10am		
13	Meeting Adjourned	11:49am		