



Southampton Business Improvement Area
Approved
Board of Directors Meeting

APPROVED
MINUTES

Monday, September 28, 2026

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

#	Description		Lead	Outcome
1	Call to Order	10:05am	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.	Melanie Myers	
3	Declarations of Pecuniary Interest	None declared	Chair	
4	Additions to Agenda	00None		
5	MOTION	<i>That the minutes of the June 22nd, 2026 Board Meeting be accepted</i>	Moved by Seconded Passed	Melanie Myers Amanda Seaman
6	Chair's Report		Sara Porter	Report
		<ul style="list-style-type: none"> International Plowing Match (IPM) 		Southie the Seagull was very well received, and overall, the Match was very well attended this year in Bruce County

		<ul style="list-style-type: none"> • Candidates Meeting October 5th at Town Hall <ul style="list-style-type: none"> - Theme of the evening will be to reflect the concerns of our independent businesses and our economy - Hosted by SBIA and PEBIA and Chairs will moderate - Next public candidates meeting will be October 7th at the Plex • Board Elections • Toronto Metropolitan University Project Report - <ul style="list-style-type: none"> - Great feedback from report • Canadian Urban Institute Data Report • Regarding above reports, the reports indicate that many visitors come from NOG (South Bruce and Wellington Counties) and N0H (Bruce County) • Municipal Accommodation Tax - is this half a million dollars that could self fund the necessary administration and also be put towards a dedicated Tourism Strategy for Saugeen Shores? • Anecdotal response to summer late openings <ul style="list-style-type: none"> - Data collected from High Street businesses from June through August regarding their summertime traffic and sales - Create cross promotions with open businesses knowing that food is a big draw 		<p>All Board members to attend</p> <p>Nominations and paperwork to be signed and submitted by October 15. Forms found https://southamptonbia.com/2026-sbia-board-elections</p> <p>Report sent via email</p> <ol style="list-style-type: none"> 1. Need stores (not services) downtown to attract \$ and traffic 2. Focus on creating experiences to attract visitors during Jan - May such as “Storm Chasing”, Culinary experiences 3. Create branding specific to off-season 4. <p>Sara to review in detail with Amanada Monaghan to gain better understanding of report</p> <p>Are there ways we can work more closely with the Country and RTO7 in implementing some of the recommendations?</p> <p>Sara will make this a question for candidates’ evening Kincardine is examining the tax, but has not yet implemented it</p> <p>Sara Porter kept her business open on Thursday evenings during the car show and saw only 2 customers for the entire summer from 5pm - 7:30 pm</p> <p>Other businesses reported that August wasn’t as good as July and believe sales and traffic were lower than during construction Lac Boutique owner commented</p>

		<ul style="list-style-type: none"> - Report Recommendation regarding creating free family events, these don't translate to increased retail sales or dining experiences - Report Recommendation for a Sunday Market - would the Town suggest that MH change days? <ul style="list-style-type: none"> • 2027 Budget <ul style="list-style-type: none"> - John Divinski says the downtown looks great and that we need to attract people from the "sweet" 60km radius • 2028 OBIAA Conference Bid • SOUTH sign - changing colours 		<p>that she believes the lack of fine dining (loss of the Highview, leaving only Room 797), has impacted their clientele in that there is one fewer reason to visit</p> <p>Send a letter to property owners to show the importance of food and retail businesses to our economy, especially when they have opportunities to rent space or have new buyers</p> <p>Slowest days were Thursday evening (car show) and Fridays (MH Market).</p> <p>If we want to invest in shoulder season events and marketing, we would need to increase the levy This would include dollars for and proper campaign that would stress frequency of ads/spots across socials, print and radio Per John's request, RAMPT Magazine circulation is 10,000 printed magazines with a reach of 25,000 throughout Bruce, Grey, Simcoe</p> <p>Decision pending</p> <p>Sara and Kendall will change lights to orange for TRC</p>
7	Coordinator's Report		Staff	Report
		<ul style="list-style-type: none"> • No report 	Lisa	
8	Treasurer's Report		Treasurer	Report
		<ul style="list-style-type: none"> • On track, working budget provided • 2025 reconciled and \$33,648 carried forward into 2026 	Melanie	

		<ul style="list-style-type: none"> • Lisa will check if Spruce the Bruce funds have come through at the Town 		
9	Strategic Planning and	Promotional Events		
9.1	Promo & Events		Sara	Report
	2026 events	<ul style="list-style-type: none"> • Ladies at the Lake • Pumpkinfest - gourd decorating with SA at Town Hall or BIA Office, weather depending • Frost and Fireside Festival, December 5 • Spring Wine and Cheese Fest • Social campaign “We’re Open” • 2027 more music on the curb extensions throughout the summer • Legion August event - very successful 		<p>is having diminishing response from business participation and public interest and we’ll have to call whether or not to move forward with the dance and this event for the future</p> <p>Hi-berry Farms has generously donated 100 small gourds for this free, family activity.</p> <p>Another opportunity to grow an event Meeting October 15</p> <p>Definitely an opportunity to grow and scale this event to a wine and food festival</p> <p>Ask businesses to submit and we can post their hours on socials and on website</p> <p>Great news! We will take Shindig out of future planning</p>
9.2	Streetscape		Kendall	Report
		<ul style="list-style-type: none"> • Come up with an alternative to hanging baskets for 2027 • Children’s art contest - Amanda Seaman will be following up with GC Huston 	Kendall Amanda	Lisa will cancel Decide on alternative and costs
9.3	Membership		Amanda Seaman	
		<ul style="list-style-type: none"> • BIA Awards 		Not this year. Sara and Amanda to determine what might be more engaging for our Members
10	Town		John Divinski	

		<ul style="list-style-type: none"> No report 		Elections coming!
	MOTION	<i>That the Chair, Coordinator, Treasurer and all Committee Reports be accepted as presented.</i>	Moved by: Seconded by: Passed	Kendall Johnston-Sawyer Melanie Myers
11	New Business			
		None		
12	Future Meeting Dates	All at the BIA Office unless otherwise organised		
	Board Meeting	4th Monday of each month • Next meeting october 26th	10 am	
13	MOTION	<i>That the meeting be adjourned at 11:56am</i>	Moved by: Seconded by: Passed	John Divinski Kendall Johnston - Sawyer

ACTION ITEMS:

Meeting October 5th, 8am at Lighthouse to discuss 2027 budget and review P&E plans for 2027
Meeting with CFO and Clerk to determine how to raise the levy for those paying at the low end and not impact those at the high end

Board
Sara, Lisa