



**Southampton Business Improvement Area
Board of Directors Meeting**

**APPROVED
MINUTES**

Monday, May 25 , 2026

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

#	Description		Lead	Outcome
1	Call to Order	10:01am	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.	Lisa Mills	
3	Declarations of Pecuniary Interest	None declared	Chair	
4	Additions to Agenda	None		
5	MOTION	<i>That the minutes of the April 26, 2026 Board Meeting be accepted</i>	Moved by Seconded Passed	Amanda Seaman Amanda Deer
6	Chair's Report		Chair	Report
		- Digital Catalogue - Spring/Summer Issue - Ready to publish in next week - Board Member Qualification - request that existing Board declare by end of August whether or not they will be standing again		

	MOTION	- SBIA has joined the Tourism Industry Association of Ontario (TIAO), at the OBIAA Member rate of \$200 for one year. We look forward to any data and strategies TIAO may be able to suggest for tourism facing towns and businesses - Summer Delegation to Town - May 11 The Report can be found on our website at https://southamptonbia.com/members%3A-info-and-photos <i>That the SBIA Adopt the Elect Respect Pledge</i> - Councillor John Divinski advised that the Municipality has also adopted this pledge and will be encouraging other municipalities to do the same - TMU Case Study: a post grad class of economic development officers will be receiving our pitch for input regarding “Beyond the Beach: Growing Southampton’s Shoulder Season Economy” Sara will be delivering the pitch at the end of June and expects to review presentations late summer. Pitch attached below. - OBIAA Board Meeting in Southampton June 17 & 18 Mayor and MPP Lisa Thompson will be on-hand with welcome remarks - SBIA Board Members are invited to attend evening dinners on Wednesday and/or Thursday - please let Sara know if you will be attending - OBIAA Conference 2028 the Chairs of Southampton, Port Elgin and Kincardine are in discussions regarding applying to host the conference in 2028. The cost to host is \$15,000, and split three ways this may be feasible and we will also approach the Town. The immediate issue is confirming a venue for meals, seminars and trade show as well as hotels for upwards of 300 people	Moved by Seconded by Passed	Amanda Deer Gurwinder Singh
7	Coordinator’s Report		Staff	Report
		- Events poster for range light replica - expected this week - Events bookmarks are ready for distribution - Artwork by GC Huston students has been selected and put in hand for vinyl pole banners on core block	Lisa	

8	Treasurer's Report		Treasurer	Report
		Spending on track	Lisa for Melanie	
9	Strategic Planning and	Promotional Events		
9.1	Promo & Events		Sara	Report
	2026 events	- May 16 Grand Re-Opening Event re-cap Post event survey sent to Membership and results are in May Newsletter Overall, it was a well reviewed day, great weather, lots of foot traffic, stores very busy and the overall comment was to do similar activations on other long weekends: live music, games, etc Amanda Seaman suggested that their alley could be used for music - ExpHwy21 - investigating liability issues and coverage for boat cruises between Goderich/Port/South - International Plowing Match in Walkerton in Sept Minister Thompson has asked to borrow our cornhole games - great branded promo for SBIA! And also that Southy the Seagull be in attendance - Social Media Spotlights in June - Lisa will brief Seattle - SOUTH sign - will be installed on curb extension in front of CIBC No timing yet. Suggestion installing a stand for people to set their phone's on for photo ops - see reference below - Southampton Arts festival - August long weekend -SBIA to unveil newest mural addition to Bell Building by Kennedy Cameron -Businesses have been sent sponsorship package and will be asked if they would like to have an artist in their premises that weekend - Fall Fashion Shoot featuring local businesses and models to create digital assets for use on website and LATL promotional materials - Legion - no response to our offer to support their August event - Ladies at the Lake - in planning, Theme 80's, 90's sitcoms - Stevie Vallance and Jenn Powell have both proposed a Roper Romp Positioning is The Ladies of the Lake Invite <i>You</i> and capitalise on our women-led businesses - Christmas Market - in planning - Jenn Powell to reach out to Mens' Shed to see if they can create a plan and construct vendor huts		Lisa will connect with Dan Waechter at Town re: Insurance Sara to reach out regarding Roper Romp

		Next Promo & Events meeting TBD		
9.2	Streetscape		Kendall	Report
		- Awaiting status regarding concepts from Kennedy - Need to set a date to review state of seacan - GC Huston Student Banner Project - Board has selected artwork for 4 double sided banners. Lisa is getting 8 x \$100 bills for presentation at June 4 fish fry, or day of	Kendall Amanda	Lisa, Amanda Seaman, Kendall J-S
9.3	Membership		Amanda Seaman	
		Drop off package to Kawartha Dairy		
10	Town		John Divinski	
		- Town has adopted Elect Respect Pledge - To date, Southampton Councillor John Divinski, Councillor Cheryl Grace, Harry Mazmanian, Mayor Charbonneau and Port Elgin Councillor Bud Halpin have filed papers to stand for election		
	MOTION	<i>That the Chair, Coordinator, Treasurer and all Committee Reports be accepted as presented.</i>	Moved by: Seconded by: Passed	Gurwinder Singh Amanda Deer
11	New Business			
		None		
12	Future Meeting Dates			
	Board Meeting	4th Monday of each month • Next meeting June 22nd	10 am	
13	MOTION	<i>That the meeting be adjourned at 10:43 am</i>	Moved by: Seconded by: Passed	Kendall Johnston S Melanie Myers



BEYOND THE BEACH: GROWING SOUTHAMPTON'S SHOULDER SEASON ECONOMY

Strategies to Attract Day Trips, Short Stays and
Increase Shopping in Southampton



CLIENT
Southampton BIA
Southampton, Ontario



COMMUNITY OVERVIEW

Southampton, Ontario is a small Lake Huron shoreline community within the Town of Saugeen Shores, known for its beaches, sunsets, walkable downtown, independent businesses, and strong summer tourism economy. During **peak summer months**, the downtown experiences significant visitor traffic driven by cottagers, tourists, seasonal residents, and regional events.

While summer remains economically successful, Southampton faces a common challenge among tourism-based communities: maintaining economic momentum during the shoulder seasons (spring, fall, and winter). Local businesses experience a noticeable decline in foot traffic, shopping activity, and overnight visitation outside of peak tourism periods.

The Southampton BIA is seeking creative, practical, and financially realistic strategies to help strengthen the **shoulder season economy** while supporting local businesses and enhancing community vibrancy year-round.



PROJECT CHALLENGE

The Southampton BIA is looking for recommendations on how to expand shoulder season visitation and economic activity by encouraging:

- **Day trips** from surrounding communities
- **Short-stay** overnight visits
- Increased downtown **shopping** and dining activity
- **Repeat visitation** during non-peak tourism periods
- **Year-round** community identity and destination appeal

The BIA is interested in understanding how marketing, branding, events, partnerships, **public space activation**, **retail strategies**, and tourism experiences can work together to support economic development goals.



KEY CONSIDERATIONS

Students should consider:

- Southampton's identity as a small-town waterfront destination
- Existing tourism strengths and visitor perceptions
- Consumer trends around experiential travel and "micro-getaways"
- The role of downtown retail and independent businesses in destination development
- Opportunities for collaboration with tourism organizations, neighbouring communities, and local businesses
- Strategies that are scalable and achievable for a small BIA organization



BUDGET CONTEXT

The Southampton BIA currently operates with an annual events and promotions budget of approximately \$20,000 CAD. While this budget is limited, the organization is open to increasing future investment if clear opportunities, measurable outcomes, and strong return-on-investment strategies can be identified. Students are encouraged to provide recommendations that range from:

- Low-cost / high-impact initiatives
- Partnership-driven activations
- Longer-term investment opportunities and strategic priorities



DESIRED OUTCOMES

The Southampton BIA hopes this project will help identify:

- New tourism and economic development opportunities
- Retail and business attraction ideas
- Opportunities to increase visitor spending and overnight stays
- Practical implementation recommendations for a small-town downtown organization
- Shoulder season marketing and branding strategies
- Event or experience concepts that encourage visitation



DELIVERABLES REQUESTED

Student groups are encouraged to provide:



Market and
situational
analysis



Comparative
examples /
case studies



Strategic
recommendations



Marketing and
activation
concepts



Implementation
considerations



Budget and
partnership
considerations
where applicable



WHY THIS MATTERS

"Like many waterfront communities, Southampton has learned how successful summer tourism can be both a strength and a vulnerability. We're looking for ideas that help us create reasons to visit outside of July and August while supporting the independent businesses that help define our downtown."



2026 *Events*

WALK STORE TO SHORE

SHOP LOCALLY • CELEBRATE TOGETHER • DISCOVER SOUTHAMPTON

Thank you for supporting local —
It's what makes Southampton amazing !!!

JUN
-
AUG

**THURSDAY EVENINGS
STORES OPEN LATER***

*some stores - come check them out!

JUN
-
AUG

CRUISER'S CRUISE NIGHT

Thursdays on High St at Grosvenor

JUL
1

CANADA DAY

At Pioneer Park and on the Street

JUL
-
AUG

**VISIT OUR HIGH STREET
SHOPS & THE MH MARKET**
Fridays, 9 - 2, Coliseum & High St

JUL 31
-
AUG 3

**2ND ANNUAL
SOUTHAMPTON ARTS
FESTIVAL**

SEP
30

**NATIONAL DAY
FOR TRUTH &
RECONCILIATION**

OCT
16-17

LADIES AT THE LAKE
Friends, fashion, fun & dancing!

NOV
19

SPARKLES NIGHT
Christmas tree lighting
and holiday shopping until 8pm

NOV
28

SOUTHAMPTON GLOWS
Outdoor Christmas Market on High St
12:30 - 11pm

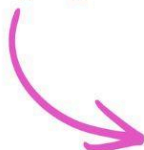
NOV 27
DEC 11
& 18

FESTIVE FRIDAYS
Horse-drawn wagon rides
4:30 until 8 pm

DEC
18

**4TH ANNUAL
SANTA SUMMIT**
Pub Crawl from 2pm

Scan for full details or visit our website at southamptonbia.com



BIA
Southampton
WALK STORE TO SHORE