



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

**APPROVED
MINUTES**

Thursday, May 22, 2025, 5:30 pm

Location:	Southampton BIA Office, 201 High Street, Southampton
Board Members Present:	Sara Porter (Chair), Melanie Myers (Treasurer), Kendall Johnston-Sawyer (Streetscape), John Divinski (Town of Saugeen Shores), Amanda Seaman, Gurwinder Singh
Board Members via Zoom	
Guests:	None
Staff Present:	Lisa Mills, Coordinator and minute taker
Regrets:	None

#	Description		Lead	Outcome
1	Call to Order	5:32 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.	John	
3	Declarations of Pecuniary Interest	None declared	Chair	
4	Additions to Agenda	None		
5	MOTION	:	Moved by Seconded Passed	Melanie Myers Amanda Seaman Unanimously
6	Chair's Report		Chair	Report
		- High Street Revitalisation - began Tuesday, May 20th with set up of temporary traffic and direction lights - Sara and Lisa to meet with the construction company's	Sara, Lisa	

		visitors to stop by for some fun before heading downtown on onwards to Cruiser Cruise Night July - Comicon - last year's inaugural event saw over 3000 line up to gain entry at the Coliseum This year's event is expected to host even more attendees and has expanded to the Annex. The organiser met with Sara and Lisa to discuss how attendees can be encouraged to visit businesses Bingo event at Marine Heritage Festival August - Shindig on High Street October - Ladies at the Lake -Saturday shopping event with in-store activities Live at the Lake Saturday night dance at Town Hall Harp Festival at Unifor November - Sparkles November/December - Christmas at the Shores with Port Elgin BIA includes separate tree lightings, weekend of craft and artisan fairs, ladies sip and shop evening, mens shop and game day Festive Fridays - Horse Drawn Wagon Rides Santa Summit - 3rd Annual Gift Card update: 60% of purchased or won cards have been activated of those, 50% have been used	-encourage business owners to dress up, BIA will also have signage and a table at the event July 26 Aug 9 Oct 17-19 Oct 18 Oct 17-19 Nov 20 Nov 22 Nov 28, Dec 5, 12, 19 Dec 19	Investigate downtown photo contestscavenger hunt with in-store hidden Comicon items And cornhole games BIA will offer attendees free admittance to LATL Dance Need to promote the card more
9.2	Streetscape		Kendall	Report
		Funds have been sourced through the Town, Spruce the Bruce and the BIA for a mural by Emily Kewageshig and Taylor Cameron on the Bell Building (Hwy 21 and Landsdowne) as well as for large illuminated letters SOUTH to go on the west lawn of the Town Hall HUGE thanks to Amanda Monaghan at the Town for wrangling the funds with the STB application and the Town	Installation anticipated this summer	Media Release to come
9.3	Membership			
		Time to celebrate the efforts of the SBIA for the past 11 years to see HSR to fruition <i>Sara indicated that we may be the only BIA in Ontario that has led this type of project</i>		Media Release to come Lisa to create timeline from 2014 to date
10	Town		John Divinski	Report
		John provided a copy of the MOU between the Collingwood BIA and their Council	MOU between SBIA and PEBIA presently being worked on by Amanda Monaghan and	

		Council will be voting on Monday the 26th on the request by Southampton Arts for \$50,000 for each of the next three years	both BIAs	
	MOTION	<i>That the Chair, Coordinator, Treasurer and all Committee Reports be accepted as presented.</i>	Moved by: Seconded by: Passed	Kendall Johnston John Divinski Unanimously
11	New Business			
		<i>Motion, if required</i>		
12	Future Meeting Dates	All at the BIA Office unless otherwise organised		
	Promo & Events •General planning	Wednesday,, May 28 at BIA office	5:30pm	
	Board Meetings Next Meeting	4th Thursday of each month • Thursday, June 26th	5:30 pm	
13	Meeting Adjourned	6:42pm		