

STRATFORD HOME AND LEISURE SHOW REGISTRATION OPEN!

Book Your
Show Space Today!
Book Your Advertising!
Book Your Live Stream!

Visit the BRAND NEW WEBSITE
stratfordhomeleisureshow.com



STRATFORD HOME & LEISURE SHOW
PRESENTED BY
 **STRATFORD & AREA BUILDERS' ASSOCIATION**
 **Rotary Club of Stratford**

APRIL 4&5, 2020
THE ROTARY COMPLEX
353 MCCARTHY RD, STRATFORD, ON N5A 7S7



ANNUAL GENERAL MEETING AND ELECTION OF OFFICERS

SUMMARY OF 2018/2019 SABA FISCAL YEAR
LOOKING FORWARD - 2019/2020

WEDNESDAY
NOVEMBER 20TH 2019

LOCATION: The Queen's Inn, 161 Ontario Street, Stratford Ontario.
TIME: Networking – 6:00 p.m. to 7:00 p.m.
Dinner at 7:00 p.m., business to follow
PLEASE REPLY BY: Monday, November 18th, 2019
REGISTER ONLINE: sabaconnect.ca/events
EMAIL: office@sabaconnect.ca



QUEEN'S INN
150 Year Tradition of Warm Hospitality & Fine Dining





John Meinen
PAST-PRESIDENT
Montana Wilson
PRESIDENT

PRESIDENTS MESSAGE FOR NOVEMBER

John Meinen



Greetings

What a spectacular Fall season it has been. Other than a few questionable days it sure has been great weather to get what we need done before old man winter is upon us. As I sit here preparing this months message, I can't help but reflect on my time served here over the years in our association, being on the board for nearly twenty years.

continued on page 3

INDUSTRY LUNCHEON A SUCCESS FOR 2019

For those of you that attended our Industry Luncheon and had the pleasure of hearing Troy Loop speak about a 'Cause for Collaboration' with businesses and his community – you'll understand what I mean when the audience asked for MORE! At the end of his keynote, he has now been fielding questions and emails – about exactly HOW did he bring businesses together to work together and share a common narrative. HOW did he convince businesses to SHARE each other's content on social media, and HOW was he able to put together those AMAZING SWAG BAGS!?! (If you missed out – they were filled with Wine, Beer, even Fruits and Vegetables, a One Night's Stay in Kingsville, Chocolate, Soap and more!

For those of you that want MORE and for those of you that are now HEARING about the outcome of the luncheon – the journey will be continuing!

MARK YOUR CALENDARS – There will be more details to come – however if you would like to attend a

ONE DAY WORKSHOP in KINGSVILLE with TROY LOOP (and other members of his community) to see FIRST HAND – HOW he executed and put together exactly what he was speaking about – NOW IS YOUR CHANCE!

The Plan is to have the Workshop on Wednesday, February 4th / with a SPECIAL EVENING EVENT (A True Taste of Kingsville in Troy Loop Fashion).

You could choose to stay for the day OR you could go to Kingsville the night before (Feb 4th) and go on some outings with Me (I'll plan an Itinerary for that evening) – attend the Workshop on Feb 5th / and stay another evening for FREE (using your Complimentary SWAG BAG) one night's stay.

*If you didn't attend the Industry Luncheon – don't fret Troy is already chatting with his partners and he is going to be offering discounted accommodations for everyone that wants to attend!

When I say Troy is the 'King of Kingsville' – I mean it!

SO – if you're interested and want to learn more – for now email me at melissa@ms2.ca - so we can start to get a feel of who wants to go.

We'd like to make this an opportunity for SABA & The Stratford & District Chamber of Commerce Members to Learn and Grow together and to also be able to Collaborate when you return to Stratford!

It will be a MEMORABLE EVENT – Join us in Kingsville on **Wednesday, February 5th, 2020**

Special Thanks to our co-sponsor



UNLOCK THE
POWER OF OUR
NEW WEBSITE

sabaconnect.ca

REGISTER FOR EVENTS
ACCESS NEWS
ACCESS BEST
PRACTICES

UPDATE YOUR EMAIL ADDRESS FOR SABA

office@sabaconnect.ca

EMAIL Improvements Include:

- Improved Email blasting of events
- Meeting Invitations to your Calendar
- Graphics embedded in Email
- Improved Auto Responder
- Access through Mobile App
- Improved access to the EO office

PRESIDENTS MESSAGE FOR NOVEMBER

As many of you know, growing your local association has always meant a great deal to me. I have to say that my experience here in Stratford, has been challenging, but also very rewarding. Being President here for my forth term, I like to think that close to twenty years on that Board of Directors, its' an association I've spent a lot of time and effort on, and I want it to continue to grow and be instrumental in our building community. An association that is beneficial not only in our Industry, but also in our community long after I've hung my hat. Like I eluded to, being on the Stratford Board of Directors for twenty year, Provincial board for six-seven, having served as President for OHBA and now being Vice President of National and President of my own local, for the fourth term, I'm ready to move on as President of CHBA. I think our Industry needs strong locals, the advocacy work that needs to be done is never ending as many of you know.

So, we need a strong voice when it comes to the things that affect our businesses, whether it's decisions made here in Stratford or by the provincial or federal governments.

We're all part of a big, important industry. But if we want to be heard, we need to speak with one voice.

That's what having a strong local Home Builders' Association is all about – bringing folks together, so we can work together on the things that matter to our businesses, and to our customers.

- A local Association gives us a strong, unified voice,
- It lets us work more effectively with City Hall
- It lets us promote our professionalism to potential customers in our community
- It lets us identify business issues that affect all of us, and then work to get the results that make sense.

How do we remain viable and strong??

Well, in my experience, participation is right at the top of the list, but leadership is the key. Every association, in any industry, 10-20% of the association does 100% of the work, that's standard. Find those people who have leadership abilities, it takes, work dedication, commitment. Find that someone that you think would be an excellent choice for membership recruitment with all that combined, growing an association can be done.

So, some in leadership positions have to do double duty, triple duty. Yes, sometimes that's what it takes.

People ask me why I have been so involved over the years.

Because I see first hand how important these local associations are, the advocacy we do on a day to day basis to make sure our industry is well respected and well represented at all levels of government. And when I see that my own local needs leadership/help in advocacy issues, I feel the need to step up and keep the local strong.

You need to be part of it, you need to be engaged, and you need to show up and support your association.

We're all in the business of making things happen everyday. We're the people who give Canadians' a place to call home. We take pride in what we do, and we have a lot to be proud of.

Building a strong local Home Builders' Association is no different. It's about pride in our own businesses, and pride in our industry.

I want to thank my Board of Directors currently, and all former board members, past Presidents, past Executive Officers, committee chairs, committee volunteers, all those who I've had the pleasure of working along side for many years. Above all, thank you to all the members of this great organization for your support over the years.

Thank you to members who have sponsored the many events over the years. I want to wish our incoming President, Montana Wilson for stepping up to fill my position.

I know Montana will do a great job as your new President.

Sincerely, your (soon to be) Past President,

John Meinen

SABA LEADERSHIP

Executive

John Meinen, President

Montana Wilson, 1st VP

Heather Galloway, 2nd VP

Directors

Courtney Teahen

Melissa Schenk

Jacob VanKooten

Gary Lingard

Cory Williamson

Robyn Schieckoff

Matt Feeney

Larry Otten

Ex Officio

Derek Smith, EO

Don McNeil, Financial

Executive Term is 1 year

Annual General Meeting
Nov. 20, 2019

Office Hours
Monday to Thursday
8:30 am to 12:30 pm

226-236-1870
office@sabaconnect.ca

MUNICIPAL CORNER

Every issue of PULSE will now include an update on Municipal activity in Stratford, and Perth Counties

CITY OF STRATFORD:

Planning Fees Re-Alignment:

Contact Derek Smith for a copy of the Report to Council

WEST PERTH:

Development Charges Background Report
Industry and public meeting held, SABA represented,
Further dialogue with West Perth on DC increase week of August 20

www.westperth.com/en/business/resources/Draft-Development-Charges-Background-Study-2019.pdf

PERTH COUNTY:

Official Plan Update

Inaugural Meeting Held March 19, 2019
Next Stakeholder meeting deferred to late fall, 2019

HURON COUNTY:

New Site Plan Servicing Guide launching by fall. Comments made by SABA members and SABA leadership shared with Huron County

Inaugural Meeting for Huron County Planning and Economic Development Stakeholders Meeting - Leading to BM Ross developing a path forward for County infrastructure and Housing

Attainable Housing Versus Affordable Housing ?

Derek Smith
EO, SABA

We hear the term all the time, affordable housing, but what does that mean to the region of Stratford, Perth, and Huron County?

According to the expert politicians and CHMC, housing is considered affordable if it costs less than 30% of a household's before tax income.

The tenure of the housing is irrelevant according to politicians and leaders in power. We know however at the boots on the ground level that home ownership allows a family or an individual to build wealth over time using housing markets effectively to accomplish that end.

Recently, I was fortunate to hear of a region changing it up a bit and using the term "attainable" housing.

Well, what is the difference?

Attainable housing seeks to leverage partnerships that move beyond financial, and looks at changing policy and planning regs incorporating infrastructure and moving away from strict provincial policy statements. Where is this being done? No surprise, in smaller communities, like Blue Mountains and Huntsville. It is something to watch. At SABA we will be fully engaged in the conversation with our surrounding regional and local partners.

SABA UPCOMING EVENTS

November 20 - Annual General Meeting

December 4th SABA Holiday Celebration - Stratford Axe Throwing

Continued on Page 5

Attainable Housing Versus Affordable Housing?

One great example of changing the strategy from traditionally thought of as affordable to attainable is located in Calgary AB. Leveraging new zoning regulations, permitting “tiny homes” a proof of concept community has emerged to serve a very specific and valuable need. Housing homeless veterans. Time will tell, but one thing is clear, think outside the box, leverage partnerships, and anything is possible.



City council approves rezoning for Homes for Heroes project

“We live in an incredible country and there are men and women who put their life on the line to keep it that way. As Canadians we owe them gratitude, appreciation and our thanks for everything they have done,” said Howard.

Currently, the final touches are being completed on the collection of tiny homes.

The 15 fully-furnished units total no more than 300 square feet each and are complete with a full bathroom, kitchen and queen-sized bed that folds into a couch.

They will be centred around the heart of a campus, which will include a resource centre, laundry facilities, a councillor’s office, common space, deck and communal kitchen for social gatherings.



New Advertising Opportunities

Website Month long Banner Ad \$50.00

Newsletter One time Ad Full Colour \$25.00

Email Ad at EO signature for One Month \$50.00

Check Out sabaconnect.ca for more information

Drywall Class Action

The Drywall class action alleges that the Defendants unlawfully conspired to fix, increase, and/or maintain the price of Drywall sold in North America between September 1, 2011 and the present.

www.siskinds.com/class-action/drywall/

Contact Siskinds Before December 1, 2019