

**Belle River BIA Board of Management  
Minutes (For Approval)  
Date: March 5th, 2025  
12pm  
Belle River Family Restaurant**

**Attendance:** [Sarah Regan](#), Shawn Sauve, Jen Haggitt-Lutsch, Kristy Osborne, George Marar, [Kelsey Santarossa](#), Jay Coulter

**Team Members:** Melissa Lauzon, Stefanie Goulding, Derek Trepanier

**Guests:** John Kerr

**Regrets:** Cole Rymerson

**1. Call to Order-** Acting Chairperson, Sarah Regan called the meeting to order at 12:05 pm.

**2. Declaration of Conflict of Interest-** No conflicts declared.

**3. Approval of the minutes** from January 13th, 2025 (attached)

*Motion* that the minutes from January 13th, 2025 be approved as presented:

MOVED: Shawn Sauve      SECONDED: Kristy Osborne      CARRIES

**4. Board Chair Report-** Sarah Regan, Acting Chair

Sarah provided an update on the following that was also presented to the Lakeshore Council meeting held on March 4th, 2025.

In my role as acting Chair, I want to express my commitment to ensuring we are in adherence to bylaw 94-2007. I thank the municipality for working with us as we have regrouped our efforts after multiple unexpected resignations in the past few months.

I am also committed to leading our group to deliver on our mandate and meeting this will be the focus of our group going forward. We have 3 areas of focus:

- improvement, maintenance, and beautification of our BIA area
- enhancing economic development and community engagement by promoting our BIA area as a business and shopping district
- increasing engagement of our BIA members and attracting members to participate in events or at Board level.

Our work thus far includes work towards all 3 areas:

- a new plan for our community planters, continuance of promotional business banners on the main street, and increased board focus on beautification efforts
- events line up for this year including 5 STS events, Classic Car Cruise, a new Sip & Savour event, and moonlight madness event (the first of which was held in Nov last year)

-immediate recruitment of 2 new board members with continuing focus on increasing engagement of BIA members and attracting members to the board, projected minimum 2 membership events this year including the AGM.

I'd also like to address the difficult decision to step away from Sunsplash. This was not a decision we made lightly and it was after reassessing the alignment of the event with the mandate of the BIA and capacity of our organization. As a BIA our focus will be on events that will support our BIA members. As mentioned, we will maintain our STS events and the car show, which are both key community events. We will redirect efforts to new events with closer ties to our local business community.

Thank you again for the opportunity to meet with you today. I speak for myself and our BIA Board in the excitement of working together to benefit our Belle River community and businesses!

**5. Updates from the Municipality** relating to Council Items- John Kerr and Sarah Regan introduced Councillor Kelsey Santarosa to the group as she will be our new Council appointed liaison.

[Kelsey Santarossa](#) advised that she will make the connection to the Municipality's legal point of contact for the BIA's insurance policy inquiries.

**6. Executive Director's Report-** Melissa Lauzon- see attached.

New report format. Melissa will provide updates on ongoing initiatives that previously fell to the committee chairs to report on. New format for report to cover committee focuses.

#### *Operations*

-Insurance update, thank you to Derek for assisting. New broker, Kyle MacDonald will attend the April meeting to answer questions.

#### *Marketing*

-A 12 month plan for the roadside signage on Highway 22 has been submitted to Tri- County Signs. This should assist in gaps that have been experienced this past year.

-Partnership Package has been pre-circulated to the board for approval. Changes noted with the title of the Car Show as well as the addition of another sponsorship level in the \$250 range. Will go to print this Friday.

-Continue to manage social media, disabling comments when needed.

*Membership-* Stefanie reported that she and Melissa will meet to review the Associate members to address invoicing as well as identify potential new members. We will look to plan a

networking event for our members on April 30th, 2025, with details to follow. It was noted that more frequent, informal gatherings to bring members together will provide opportunity for meaningful engagement. Melissa and board members can take a few minutes during these gatherings to provide updates to the membership and seek feedback.

*Beautification-* quote for planting and from Kat O'Neil, watering services and Quality Turf  
Quote detail: \$2800, plant material and planting, watering \$15,675

Sarah will reach out to Janel Gagnier for a proposal but both were presented as options. In the case of bringing [Janel Gagnier](#) planting and watering would be included. [Sarah Regan](#) to follow up with Janel around a proposal and insurance.

*Events-* lineup of events announced. Vendor Registrations have been posted. Melissa to visit the businesses when the partnership packages and event posters are ready. Sip and Savour July 17th, 2025. The Car Show date changed to July 18th.

*Financial update-* Bookkeeping has been brought back to the municipality. Pending today's vote, the budget will be submitted to the municipality for approval.

## **8. New Business**

a. Budget Discussion continued. Attached.

*Motion:* That the Board approve the 2025 Budget as presented for the Belle River Business Improvement Area (BIA) to submit to the Municipality of Lakeshore.

Moved: Jay    Seconded: Shawn    Carries

b. Resignations of Tina Roy, Ryley Gwilliam, Jordyn Bailey

*Motion:* The Belle River on the Lake BIA Board of Management moves to accept the resignations of Tina Roy, Jordyn Bailey, and Ryley Gwilliam, with appreciation for their time and contributions to the organization.

Moved: Shawn Sauve    Seconded: Kristy Osborne    Carries

c. Welcome newly appointed board members

*Motion:* That the Belle River BIA Board of Directors accept the appointments of George Marar and Jen Haggitt-Lutsch to the Board of Management, as appointed by the Municipality of Lakeshore during their regular meeting of council held on March 4th, 2025. We welcome them to the Board and look forward to their contributions to the organization.

Moved: Kristy Osborne    Seconded: Jay Coulter    Carries

d. Motion to Elect Chairperson

*Motion:* The Belle River on the Lake BIA Board of Directors moves to elect Sarah Regan as Chairperson of the Board. We look forward to her leadership and contributions in guiding the organization.

Moved: Kristy Osborne      Seconded: Jay Coulter      Carries

e. Motion to Elect Vice-Chair

*Motion:* The Belle River BIA Board of Directors moves to elect Kristy Osborne as Vice-Chairperson of the Board.

Moved: Shawn Sauve Seconded: [Jay Coulter](#)      Carries

**9. Next Meeting-** April 7th, 2024, 11:45am - The Bourbon

**10. Adjournment-** The meeting was adjourned at 1:35pm.