



**Downtown Parry Sound Business Association
Board of Management
Minutes
January 8, 2014
Georgian Bay Software**

Present: Angelika Distler, Lis McWalter, Dan McCauley, Katrine Floegel Martin
Regrets: Dora Logan, Daryl McMurray
By Conference Call: Brittany Mahnke
Guests: Anne Bossart, Marianne King Wilson, Angela Lytle, Janice Heidman
Staff: Susan Hrycyna

The board meeting of the Parry Sound Downtown Business Association was called to order at 6:35 pm by the chair, Lis McWalter.

- 1) Lis introduced Katrine to the board of directors. Lis introduced the guests; Anne Bossart and Marianne King Wilson will be presenting a proposal to enhance Market Square Park for the TD Green Streets Grant application. Angela Lytle from TD Bank. Janice Heidman will be discussing how the DBA and the North Star newspaper can develop a better working relationship.

Resolution 14-01

“That the agenda for the board of directors meeting on January 8, 2014 is approved”

Moved by: Angelika Distler Seconded by: Katrine Floegel Martin Carried

2) **Resolution 14-02**

“That the minutes from the November 13, 2013 Board of Directors meeting are approved”.

Moved by: Dan McCauley Seconded by: Angelika Distler Carried

3) **Resolution 14-03**

“That the minutes from the December 10, 2013 Special Budget Meeting are approved”.

Moved by: Dan McCauley Seconded by: Angelika Distler Carried

- 4) Guest Presentation on Market Square Park & Old Firehall by Anne Bossart and Marianne King Wilson. The TD Green Streets grant application is on file. A detailed sketch of the proposed changes to Market Square Park was prepared by Anne Bossart and is on file.

- Market Square Park is very important to Parry Sound and is historically significant as it is the home of the Cenotaph memorializing the significant contribution of soldiers in our area. It is also the location of the library, the historic old Firehall and is strategically located within the Downtown boundaries.
- In keeping with the goals set out in the Downtown Revitalization Plan, the Streetscaping Committee’s vision is to transform the park to become an inviting, pleasing environment for our residents and visitors to enjoy in a variety of ways.

- 2014 is very significant because it is the centenary of the start of WWI and there are several events planned to appropriately honor our veterans. With the park being the home of the Cenotaph, it becomes central to all of the events and should reflect the respect that we have for the soldiers that served.
- Lis has been working with the Streetscaping Committee to prepare a grant application for the TD Green Streets program. Receiving this grant would enable us to create a thriving natural park that would become a valued ecological asset to the community. It would be significant in terms of creating a sense of community, providing a venue to create awareness of our local environmental ecosystem and provide the greening so desired by the community.
- The plans include:
 - Planting several more coniferous and deciduous trees as well as an array of shrubs and perennials.
 - Existing flower beds would be changed to a “hard walking surface” and café tables would be put out. New flower beds would be added past the outer wall that is already in place. As well two additional flower beds would be added.
 - Building a raised “planting island” consisting of plants that are indigenous to the 30,000 island ecosystem.
 - Specific plants would be planted to feature the Cenotaph and provide a fitting memorial atmosphere
 - Constructing a pergola as a walkway to the Cenotaph and various benches and seating
 - Extending the patio surface
 - Installing a small ice rink to bring the Park alive in the winter
- There will be an opportunity for the library and GBBR to work together on education and an interruptive sign will also be installed.
- The DBA will be partnering with the Horticultural Society Civic Beautification Committee. Supporting partners will be the Algonquin Regiment Veterans Association, the Georgian Bay Biosphere Reserve, and FAD Architects. Lis has also spoken to someone at Home Depot and they have verbally noted that this is the type of project that they like to be involved with.

5) Discussion re print media with Janice Heidman from Metroland Media

- Within the expanded downtown boundaries there are four sales reps who service these businesses. A request was made as to whether one sales rep could be responsible for all of the downtown. Janice said this would not be an ideal situation because it would create too big of a workload for one person both logistically and creatively.
- The best time to plan our advertising needs is right now. By planning ahead we will be able to partner with the newspaper and put their logo on our poster. Susan, Kim Munroe, Janice and Brittany will meet to discuss our plans for 2014.
- Janice has committed to running our summer ad campaign again this year. At our meeting we will decide which paper will work best for us – Wednesday or Friday. Janice places this ad in her paper at a loss, but she is happy to do all she can to assist the DBA. The DBA will encourage the downtown businesses to participate by the sales reps will be responsible for actually selling the ads.
- We asked what we can do to have an event covered by the paper. Janice clarified that promotion happens before the event and news is after the event is over. News is free and we have to pay for promotion. As a community paper they want to do as much as they can to cover events. We need to let them know about upcoming events and they will send a reporter if possible. We should also send in pictures from the event as well as information about it– not a pre-written article. Send to Sarah, Stephanie, Jack and Janice.

6) Administrator’s Report – Presented by Susan Hrycyna. A detailed report is on file. Items discussed in detail by the board members are listed below.

- a) Report Highlights
 - No discussion.

b) Correspondence

- A letter was received from Peter Brown re: James St. pedestrian crossing concerns. This item was brought forward to council and staff has been directed to investigate the cost to undertake a traffic analysis to determine if the installation of a pedestrian signal on James Street, between Seguin Street and Rosetta Street is justified.
- Melissa Thomson from Bearly Used Books requested that a flyer promoting her store's gift certificates be circulated to the DBA Membership. This will be discussed at the next board meeting when Daryl will be present. Is this something that can be done through the website? The DBA needs to adopt a policy for this.
- Susan received two requests from members to borrow our copy of the movie Pete's Christmas. The board felt that it had no right to lend out our copy. The movie is now available for purchase.
- Doug Graham sent the board a letter outlining his idea to have the world's largest hockey stick built and displayed in Parry Sound. He is away in Florida for the winter and will come to a board meeting to discuss this idea further once he returns in March or April.
- The DBA received a thank you letter from the Optimist Club thanking us for letting them use our sound system for the Santa Claus parade.
- The DBA has been invited to a meeting on Feb 4th at 6:30. The service clubs in Parry Sound will be doing a presentation on the procedure for requesting funding and assistance, as well as requesting help from volunteers. Susan will be attending this meeting and will also pass the information onto Lis.
- An e-mail was received from the GBBR. They are requesting photographs of the outdoors in the Parry Sound area to include in a slide show about the area. Anyone who submits photographs will be listed as a contributor. Susan will contact Daryl to see if he has any pictures. Susan will send in the pictures before the due date.
- An e-mail was received from the Museum on Tower Hill. They have a Battery Powered Portable Amplifier they have no use for and will give it to us if we can use it. Susan will ask Daryl about this. They also sent a letter about an exhibit for this summer titled "Before the Group of Seven". They will be holding a contest for local artists to submit their artwork and are wondering if the pieces could be displayed in Jukes lane. Susan will speak to Daryl about this as he has knowledge about how artwork can be displayed.

c) Action Plan – The Action Plan was updated

7) Financial Report: Presented by Angelika Distler – A detailed report is on file. .

Resolution 14-04

"That the Financial Report be accepted as presented"

Moved by: Katrine Floegel Martine

Seconded by: Dan McCauley

Carried

8) Events Committee Report – Presented by Susan Hrycyna. A detailed report is on file. Items discussed in detail by the board members are listed below.

a) The following events were discussed in detail:

- Don't Pay the Tax – This was held after Light up the Park. Thirteen stores stayed open until 8pm but had very few customers. Most said they would not run this promotion again next year.
- Christmas Draw – Susan spent 25-30 hours on this promotion. The board decided that next year businesses should display their prizes in their own store in order to draw people in. The initiative was too labour intensive of a promotion.
- Scratch and Win (December 13th) - Eleven stores participated but had very few customers. Most said they would not do this again next year.
- An ad hoc meeting will be arranged with the downtown members within the next few weeks.

9) Marketing Report - None

10) Revitalization Plan and Chair Update – Presented by Lis McWalter. A detailed report is on file. Items discussed in detail by the board members are listed below.

- TD Green Streets Application – The TD Greenstreets grant as presented will cover 50% of any approved project. The total cost of the project is \$31,255. The DBA’s contribution will be 50% financial (\$7900) and 50% “in kind” services. This plan is also subject to council approval prior to execution as the town owns the park. The application is due on January 9th at midnight.

Resolution 13-47

“That the DBA allocates \$7900 from the reserve fund to be used towards the TD Green Streets program for Market Square Park”

Moved by: Katrine Floegel Martin

Seconded by: Dan McCauley

Carried

11) New/Pending Business

- a. 2014 Budget Process – The board will hold another special meeting on January 3rd at 6:30pm at Angelika Distler’s house at 15 Baycrest Drive to focus on the 2014 budget. Susan will also send out an e-mail to the membership as a few members have expressed an interest in attending.
- b. Councilor’s Report – No report at this time.
- c. Website Launch - Daryl to confirm how far Sean got when he was populating the database.
- d. DBA Policies/Insurance – Susan received one verbal quote from Canada Brokerlink for \$5,000. She will get a second quote and have both available for the budget meeting.
- e. CN Train Bridge – Susan met with John Este today to discuss the contract. The lawyer for the town would like to prepare a legal document from scratch. Susan to ask RRC Media if they will agree to this. There will be three agreements drawn up:
 1. Between CN and the Town of Parry Sound
 2. Between RCC Media and the Town of Parry Sound establishing that the Town must approve the content of any ad that will be displayed. There will be a committee made up of the DBA Executive Administrator and a town employee who will meet to review any proposed advertising.
 3. Between the Town of Parry Sound and the DBA giving the DBA exclusive use of the “free” advertising spot.

12) **Resolution 14-05**

“That the meeting is adjourned at 9:25 p.m.”

Moved by: Dan McCauley

Seconded by: Katrine Floegel Martin

Carried

Next Meeting Date: February 12th at 6:30pm. Location to be determined at a later date.

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator