

***Downtown Parry Sound Business Association  
Board of Management  
Minutes of March 8, 2012  
Georgian Bay Software  
42 Gibson St.***

Present: Angelika Distler, Dan McCauley, Claire Anderson, Perry Harris

By Conference Call: Lis McWalter

Regrets: Shirlene Johnston, Daryl McMurray

Administrator: Susan Hrycyna

1) Call to Order: 6:02 PM

- In Lis and Daryl's absence Dan McCauley will chair the meeting

2) **Resolution 12-05**

The Agenda for March 8, 2012 is approved

Moved by: Perry Harris                      Seconded by: Angelika Distler                      Carried

3) **Resolution 12-06**

The Minutes of February 9, 2012 are accepted as presented

Moved by: Angelika Distler                      Seconded by: Perry Harris                      Carried

4) Correspondence

- An e-mail was received from the Chamber of Commerce regarding a publication called The Lakeland Boating Magazine. The magazine is featuring Parry Sound in the May issue and they are offering advertising space. It was discussed and the board members felt this would not be beneficial to the DBA at this time. Susan will forward the e-mail out to the membership.
- An e-mail was received from Janice Heidman, the Advertising Manager at the North Star newspaper. Janice was wondering why a competitor's magazine promotion was posted on our Facebook page. Susan answered the e-mail and pointed out the fact that this magazine actually has an address within our boundaries and is a member of the DBA. There was a discussion among the board members about what our policy should be regarding "sharing" other businesses promotions.

**Resolution 12-07**

**Motion:** "Our current Facebook policy will allow "likes" but not "sharing" of businesses outside of the DBA boundaries"

**Moved by:** Perry Harris                      **Seconded by:** Angelika Distler                      **Carried**

- A letter was received from Friends of Foley Library. They have requested that we not hold our Community Yard Sale on the same weekend as their 10 Mile Yard Sale. They feel our event will keep the residents in town and away from their event. Lis and Susan will work on a letter together to apologize for this misunderstanding and to explain that our intent was always to work with them not against them. The Events Committee will meet to plan the event on another weekend.

**Resolution 12-08**

**Motion:** "Write an apology letter to the Friends of Foley Library"

**Moved by:** Claire Anderson                      **Seconded by:** Angelika Distler                      **Carried**

5) Action Register

- Susan will check with Daryl to see if he has had a chance to replace the broken glass in Juke's Lane.

- After much discussion and research, Lis discovered that in fact the DBA is covered for General Liability, Events and Property. We do have to provide our own Directors & Officers Insurance. Susan received quotes for this from 3 businesses. Perry is going to review all three quotes to see if there is anything more offered from the more expensive quote, or anything missing from the lower one before we make a decision.

6) Administrator's Report – Presented by Susan Hrycyna. Detailed Report on file.

- Susan pointed out the fact that the new phone system is up and running. She has decided not to add a data plan to her cell phone. She takes the lap top home quite often and checks e-mails. There is also a feature on the new phone system that allows her to call forward the office phone to her cell phone. This will be done if there is an event going on.

7) A Treasurer's Report – Presented by Angelika Distler.

- Nothing to report right now. The accountant has all of the books and is almost finished. Angelika is waiting for any adjustments the accountant recommends. She should have the full report from the accountant for the next meeting.

8) Marketing & Promotions report – Presented by Claire Anderson

- Susan and Claire met with Kim Munroe from the North Store to listen to a presentation on a new product they are offering called Parry Sound Shop Talk. If you sign up you get a 60 second professionally made video, a QR code, a smart landing page and a ¼ page full colour ad every month in the paper. This company will also write a blog for us every month based on a topic of our choice. The price for this is \$400 a month for 12 months. Claire told Kim it was out of the DBA's current budget. Susan and Claire thought it would be good to watch the website for a year to see how it goes and then revisit this idea.

9) Events Report – Presented by Susan Hrycyna. Detailed report is on file.

- Spring Jam is coming up at the end of April. Every participant will receive a “goody bag”.

**Resolution 12-09**

**Motion:** “The DBA will donate \$25 in Downtown Dollars to Spring Jam for them to use in their silent auction”

**Moved by:** Claire Anderson

**Seconded by:** Perry Harris

**Carried**

- Baypalooza is June 22nd and 23rd. Susan asked if any board members will be available to help work at the booth. Lis is available Friday evening and Saturday morning. Claire is available Saturday evening. Dan and Angelika are not sure and will let Susan know closer to the actual day. Susan is available all weekend. Items that will be given away during the show will be discussed later under “Swag”.

10) Chamber Report – Presented by Perry Harris. Detailed report on file.

- April 13th is the President's Ball and Gala. The Chamber is sending out electronic invites this year. So far 2 tables plus 20 additional tickets have been sold. It will be held at the Stockey centre. Bell is sponsor this year and there will be no silent auction.
- Baypalooza is sold out.
- The Great race is Monday June 25– the event may have to be moved from Stockey Centre.
- Great Lakes Cruising Club is coming in July and then The Grand Banks Club.
- Perry will be running waterfront this summer.
- Every week 5 new members are been joining the Chamber. This is great news.

11) Chair Report – Presented by Lis McWalter. Detailed report on file.

- Miranda's Internship was scheduled to end August 31st. She had lined up a job for September 1st. This job has recently become available and Miranda will be leaving at the end of April. Normally when an intern leaves you have to go through the whole application process again. Luckily though

because Miranda gave her notice 2 days before she had been here 9 months we can now get another intern without going through the whole process again. The DBA has budgeted to pay half of the intern's deductions up until the end of August. Perry has had 7 applications but only one meets the Intern criteria. He is going to interview this person shortly. The board wishes Miranda all of the best. She is very diligent and has a strong work ethic and we have no issue with her leaving early. Lis would be happy to write her a letter of reference.

- Lis will give a detailed report on Streetscaping and parking at the next meeting in 2 weeks. She is currently working at getting as much of the Revitalization Plan draft as possible pulled together for a special board in early May.
- Lis has been speaking with Rob regarding the new DBA boundaries. Lis put an e-mail together for Rob and sent it on Jan 31st and Rob replied this morning. He has said our first step is to put together a letter to mayor and council requesting the boundary change be initiated - Lis will do this. He also needs background information from us on the steps the DBA has taken to date and a detailed description of the new boundary lines. Lis will put this together and send it out to the board for input and will send to Rob by Wed March 14<sup>th</sup>. Lis will do a deputation before council at the March 20th council meeting when this letter will be read.

#### 12) New Business

- The DBA is now a charter member of the Georgian Bay Biosphere Reserve. This allows us to use their logo. Susan added the GBBR's logo and the UNESCO logo to our letterhead for the board to look at. Everyone agreed that this should be done. We should use this logo where ever we can. It should be put on our maps, brochures etc.
- Susan presented a proposal regarding Downtown Dollars. It was decided we would not print \$1 bills, only \$5 and \$10. Daryl agreed to sell them at GB Software. Angelika also said she would sell them at her office. Susan will get at least one more quote for the cost of printing them. She will also contact each retail business to see if they will accept them. Our policy will be that they can not be accepted at the Beer Store, or LCBO. Susan will prepare a list of these businesses by the next board meeting in April.
- Susan had some brochures from a company called 4Imprint. The board members had a discussion on what they would like to have for "giveaways". Some ideas were totes that fold into a pouch, flashlights, post it notes, pens, hats, ice scrapers, luggage tags, stress balls, nylon knapsacks, highlighters, and measuring tapes. Susan will order samples for the next meeting. She will also talk to Shirlene to see where she has ordered from before.

#### 13) **Resolution 12-10**

The meeting was adjourned at 7:37pm

Moved by: Perry Harris

Seconded by: Claire Anderson

Carried

Next Meeting: Thursday March 23, 2012

6:00pm

Georgian Bay Software

Minutes Recorded by: Susan Hrycyna