



MINUTES

Parry Sound Downtown Business Association

May 31st, 2017

Meeting called to order by Daryl McMurray at 6:14pm

In Attendance

Board Members: Cathy Downing, Sue Sullivan, Daryl McMurray, David Coles

Staff: Susan Hrycyna

Regrets: Councillor Paul Borneman, Mike Puro, Dora Logan

New Business

Daryl called for the meeting in order to discuss the implications of a letter Dan DiNicolo sent to council. Council then forwarded the letter to Lynn Middaugh who brought it to the May 25th meeting of the Downtown Steering Committee (DSC).

Dan's letter is on file under Correspondence.

Dan stated in his letter he did not feel the DBA Board was acting on the recommendations made by the DSC in the Downtown Sustainability Report as listed below.

1. *That the DBA be requested to consider developing a board membership skills matrix, and that a philosophy of appointing a skills-based board be adopted.*
2. *That the DBA be requested to conduct an inventory of existing members to determine any gaps in skills sets.*
3. *That the DBA be requested to review their mandate with consideration to undertaking activities/initiatives that see a return on investment.*

Dan also asked that council:

1. *Task the Downtown Steering Committee with developing a skill-based matrix for DBA board members, and present this matrix to the DBA Board for approval with a goal of forming a new board aligned with matrix skill sets.*
2. *Task the Downtown Steering Committee with developing a reinvented vision and strategic plan for the DBA and present this vision/plan to the DBA Board for approval.*
3. *Task the Downtown Steering Committee with proposing the creation of DBA subcommittees and associated terms of reference that align with the two core mandates*

of all Ontario BIAs, namely beautification of the downtown area and marketing the downtown as a shopping district.

- 4. Task the Downtown Steering Committee with evaluating and proposing changes to the current DBA budget and budgetary processes that would align with a newly-proposed strategic plan that delivers value to DBA member businesses and downtown Parry Sound as a whole.*

These requests have never been discussed at a DSC meeting.

When the agenda was sent out for the DSC meeting on May 25th, each one of these four requests were already listed as a potential motion instead of bringing Dan's letter to the meeting as correspondence.

It was suggested during the DSC meeting that the main focus should be creating a Strategic Plan for the DBA and that the DBA Board and the DSC work together to create a plan using an outside facilitator. The DBA Board is in agreement.

Susan has been in contact with OBIAA and Kay Mathews will come to Parry Sound to act as a facilitator. The cost is \$1,000 per day plus expenses. Susan has also spoken to Helen Scott with OMAFRA and they will provide this service for free. Helen Scott is working out what the best plan is and who the best facilitator would be and will get back to Susan.

Action Item: Daryl is going to send a letter to Council with an official reply to Dan's letter. He will send it to the board for review first.

There was also a discussion about the DSC and the lack of communication before this letter was sent to Council.

Action Item: Daryl is going to send a letter to Greg Mason, Chair of the DSC, outlining the Board's concerns that the DSC is to act as an advisory committee for the DBA Board. Dan obviously felt these issues were important and he should have discussed them during a DSC meeting before going to Council. Daryl will send the letter to the board to review first.

Additional Business

There was a brief discussion about the problems Susan has been dealing with when choosing flowers for the street planters. Many emails were sent between April, Susan, Daryl and Lynn and both Daryl and Susan feel it was not handled properly by the Town. This process will be discussed in the fall when the MOU is reviewed.

Susan received a quote from Shipman Electric to install the Canada 150 flags and flagpoles on the bridge.

Resolution 17-04

“Motion to accept the quote from Shipman Electric to remove banners, install flag poles, and then remove flag poles and reinstall banners in the fall for \$1,118.70”

Moved by: David Coles

Seconded by: Sue Sullivan

Carried

“Motion to adjourn the meeting was made at 7:10pm “

Moved by: Sue Sullivan

Seconded by: Cathy Downing

Carried

Minutes of the meeting were recorded by: Susan Hrycyna, Executive Administrator