



# MINUTES

Parry Sound Downtown Business Association

June 14<sup>th</sup>, 2017

Meeting called to order by Daryl McMurray at 6:30pm

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## In Attendance

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

Staff: Susan Hrycyna

Guest: Karen Hobson

Regrets: Mike Puro, Dora Logan

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## Approval of Agenda

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“Motion to approve the agenda of the June 14<sup>th</sup>, 2017 DBA Board of Directors Meeting with the following additions:”

- Information Kiosk
- Follow up from Special Board Meeting

Moved by: David Coles

Seconded by: Paul Borneman

Carried

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## Approval of Minutes

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“Motion to approve the minutes from the May 10<sup>th</sup>, 2017 DBA Board of Directors meeting”

Moved by: David Coles

Seconded by: Sue Sullivan

Carried

“Motion to approve the minutes from the May 31<sup>st</sup>, 2017 DBA Board of Directors meeting”

Moved by: Sue Sullivan

Seconded by: Cathy Downing

Carried

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## Correspondence

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Brad Weiler, Town of Parry Sound, asked if the Town could borrow Seguin Sam for their Canada Day celebrations. Yes, but he will be responsible for moving it.

Rocky Crest will be holding a Business to Business Expo on June 21<sup>st</sup> from 3-6pm. Susan will be attending.

Doug McCann is working on a fundraiser for Belvedere Heights. He is putting together a DVD with 300 pictures of Parry Sound that will be sold for about \$19.99. He is looking for businesses to sell it on consignment. They would earn about 35 to 40% of the sale. Susan will forward the information to the DBA members.

Karen Hobson, Town Trading Post, sent an e-mail expressing her interest in joining the DBA Board. Susan will send a letter to council.

Vanessa Backman, Parry Sound Tourism, send an email about content marketing with an article about the Downtown for review. Susan will review the article and respond with any changes. We will share the piece on Social Media.

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## Previous Business

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### a) Additional Busking Locations

- One of the buskers has suggested an additional location for busking. beside the LCBO on Miller Street. Susan will let the buskers know this is okay, except for Sunday mornings due to church services.

### b) Walk of Fame Stones

- David received the final design for the Walk of Fame Stone. The first stone will be installed in front of the North Star Building. Susan has contacted Ron, Ron's Landscaping, and he will remove the pavers and install the stone for \$100. We will organize a ceremony for the unveiling.

### **Resolution 17-05**

"Motion to proceed with the first Walk of Fame stone as per design, to be installed as soon as possible"

Moved by: David Coles

Seconded by: Cathy Downing

Carried

### c) Salvation Army Community Van

- Susan will be meeting with Office Justin on Thursday to discuss moving the Community Van from its current location.

### d) Strategic Plan Information

- OMAFRA will not be able to provide a facilitator for our Strategic Planning. Susan will speak to Kay Mathews from OBIAA about the cost of her coming to Parry Sound to act as a facilitator. She will also contact Kara McCaig, MNM about possible funding.

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## New Business

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### a) Explorer's Edge Marketing Partnership

- The DBA will be receiving \$4,000 in funding for two initiatives.
- We will be partnering with EE for marketing of the Ladies Weekend in November. This event will need to include accommodation packages. EE will contribute \$1,500 in matching funds for content marketing.

“Motion to move to an In Camera meeting to discuss partnership funding”

Moved by: Paul Borneman                      Seconded by: Sue Sullivan                      Carried

“Motion to return to regular board meeting”

Moved by: Paul Borneman                      Seconded by: David Coles                      Carried

b) Reparking in the Downtown

- Tammy sent information about downtown parking along with comments from Jenn, Receptionist for Town, and Mark, Bylaw Parking Attendant.
- There are quite a few issues with permit parking, reparking and accessible parking.
- Susan will contact Tammy and suggest the Parking Committee meet again.

c) Kiosk

- David had the table removed. The building needs some maintenance. Susan will try to find someone who is able to give us a quote on the work.
- There are posted rules, but they are out of date. David will add some points
  - DBA events and members get first priority, Parry Sound area events get second priority.
  - Businesses are only allowed one item (rack card, business card, or poster)
  - No personal posters
- No business from outside of Parry Sound will be allowed.

d) Follow-up from Special Board Meeting

- Daryl is still working on the letter for council and a letter for the DSC. He will forward the draft letters for comment before sending.

e) Town Staff

- Susan will send a letter to Council mentioning how good the downtown looks and also stating what a great job Tristan is doing.
- There was a discussion about the lack of supervision for the town staff and also concerns about their driving habits. Any concerns should be sent directly to Peter Brown. Any comments about watering should be directed to Lynn Middaugh.

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## Reports

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- a) Administrator- Susan Hrycyna. A detailed report is on file.

