



MINUTES

Parry Sound Downtown Business Association

August 2nd, 2017

Meeting called to order by Daryl McMurray at 6:32pm

In Attendance

Board Members: Daryl McMurray, David Coles, Sue Sullivan, Mike Puro, Karen Hobson,
Councillor Paul Borneman, Cathy Downing

Staff: Susan Hrycyna

Guest: James Murphy, Explorer's Edge

Regrets: Dora Logan

Approval of Agenda

"Motion to approve the agenda of the August 2nd, 2017 DBA Board of Directors meeting"

Moved by: David Coles

Seconded by: Mike Puro

Carried

Approval of Minutes

"Motion to approve the minutes from the July 12th, 2017 DBA Board of Directors meeting"

Moved by: Karen Hobson

Seconded by: Paul Borneman

Carried

Correspondence

A letter was received from Erin Bridle and The Optimist Club thanking the DBA for the use of our sound system for their Top 50 Pike Series Tournament Trail.

An e-mail was received from Peter Istvan and Pedaling for Parkinson's thanking the DBA for contributing cases of water for their event.

Explorer's Edge – James Murphy

James gave a presentation on Content Marketing and how the DBA can benefit from its use.

Currently EE has 170,000 followers on Facebook. Their strategy is to create content, put it on their website and then push it out on Facebook targeting specific users. By doing this you can interact with users and then upsell them. They can also be directed to your website.

This year EE is supporting the DBA with their newsletter targeting Provincial Park campers, and Ladies Weekend in November. They are interested in partnering with us more in 2018. James suggests a minimum of \$1,000 - \$1,500 per campaign because there are some fixed costs. EE will match funds. James feels our website needs updating so it is mobile friendly and has blog functionality. This needs to be a priority for the DBA.

Previous Business

a) Salvation Army Community Van

- Susan met with the new officer, Scott. The location of the community van was discussed and Scott has agreed to consider moving the van to an alternate location. Susan suggested they move around the corner onto Mary Street. This will still allow them to access the power box but would keep the main street clear.
- Scott will follow up with Susan in a few weeks.

b) Strategic Plan Process

- The Town will be contributing \$8,000 and the DBA will contribute \$2,000 towards a consultant who will facilitate creating a Strategic Plan and create a final document.
- Susan and Daryl met with Greg and Lynn to finalize the Terms of Reference for a Consultant. These have been sent out to a number of companies.

c) Walk of Fame Stones

- The stone has arrived and it looks great.
- Susan will arrange a meeting with Peter Brown, David, and Ron (Ron's Landscaping) to finalize an exact location in front of the old North Star building.
- David is trying to get ahold of someone from the production company to see if they would participate in the unveiling.

d) Information Kiosk

Resolution 17-06

“Motion to accept the quote from Ken Baldwin to perform repairs to the Information Kiosk including building and installing a new set of front doors, and a lower shelf for the amount of \$365”

Moved by: David Coles

Seconded by: Mike Puro

Carried

Resolution 17-07

“Motion to accept the quote from Ken Baldwin to sand, scrape and repaint the Information Kiosk for the amount of \$500”

Moved by: Paul Borneman

Seconded by Mike Puro

Carried

- Susan will find out if there is power at the washrooms so Ken can access it in order to use a sander.
- We need a garbage can at the Kiosk. Susan will put in a request to the Town.

Reports

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

b) Events – Susan Hrycyna. A detailed report is on file.

- Silent Auction
 - \$3,300 was raised
 - The paddles and chairs are still very popular and we should consider doing them again next year instead of something new.
 - We need to work better with the businesses who offer to display them in order to make sure they are displayed properly.
- Georgian Bay Craft Fair
 - The event was very successful with very large crowds
 - The bouncy castle was very hot. Next year we should consider having a rock climbing wall. If it was placed in the centre of the event it might help draw people further down the street.
- Downtown Car Show
 - Cathy and Sue will help with the registration table
 - Mike and Paul will see if they are available to help park cars with David
 - Susan will ask the Brunswick if they can provide power for Wild Willie again

c) Financial – David Coles. A detailed financial report is on file.

“Motion to accept the financial statements as presented”

Moved by: David Coles

Seconded by: Mike Puro

Carried

- One of the GIC's worth \$10,130 matured on July 29th and was reinvested for another year at 1.5%.
- The budget is on track

d) Council – Paul

- Paul had a lady stop him to complain about the weeds growing in the downtown. Paul has emailed Rob Mens and Public Works will be dealing with them. Susan will weed the Windsor parking lot gardens.

Next Meeting

The next meeting will take place on September 13th, 2017

“Motion to adjourn the meeting was made at 8:02pm “

Moved by: David Coles

Seconded by: Mike Puro

Carried

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