



# MINUTES

Parry Sound Downtown Business Association

December 13<sup>th</sup>, 2017

Meeting called to order by Mike Puro at 6:30pm

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## In Attendance

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

Staff: Susan Hrycyna

Guest: Brenda Ryan

Regrets: Dora Logan

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## Approval of Agenda

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“Motion to approve the agenda of the December 13, 2017 DBA Board of Directors Meeting”

Moved by: David Coles

Seconded by: Paul Borneman

Carried

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## Downtown Beautification Plan

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Brenda Ryan presented a Downtown Beautification Plan that had been put together by the Beautification Committee. It addressed signage and landscaping. The goal is “To create an atmosphere that attracts more people to the downtown to walk and explore the shops”.

### Signage

- The goal is to remove the clutter of large metal signs by 2020 and allow only smaller blade signs
- A clause would be included addressing the quality of sandwich boards
- Brenda has spoken to John Este who is in the process of redoing the existing sign bylaw. He has suggested a new bylaw be created that would address just the downtown signage

### Landscaping

- We will continue to use the black benches, garbage cans and planters
- Store owners will be encouraged to “soften” their façade by using planters
- There is an existing bylaw allowing retractable awnings

- The plan includes in ground planters around the existing trees. The paving stones would be removed to create a garden approximately 4' wide and 18' long. The area would be dug down at least 18" with new soil added. Hardy native shrubs and grasses would be planted. These would have to be maintenance free. Mulch will be added to help with the weeds. There are 8 tree locations.
- Corner in-ground gardens would also be built at the corner of James & Seguin and at the Brunswick parking lot entrance.
- A raised planter with a bench is planned for the corner of James and Seguin beside Scotia Bank.
- At the entrance to the James Street parking lot the pillars and black fence would be removed. Raised planters would be built, fake grass put down and Muskoka chairs installed.
- Peter has seen the plans and is in favour. He only concern was snowplowing around the gardens but he felt it would be accommodated.
- An estimated budget has been put together and it is \$32,640. Lynn Middaugh brought this figure forward to Tuesday's budget meeting. Brenda will be doing a deputation to Council next Tuesday to show them the plans.

The Board is interested in contributing financially but at this point is not able to give an amount.

**Resolution 17-11**

“Motion to support the Downtown Beautification Landscaping Plan as presented by Brenda Ryan from the Beautification Committee. “

Moved by: Karen Hobson                                      Seconded by: Sue Sullivan                                      Carried

The board would like to see the downtown sign bylaw after it is drafted and before it goes to Council.

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**Approval of Minutes**

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“Motion to approve the minutes from the November 8, 2017 DBA Board of Directors meeting”

Moved by: David Coles                                      Seconded by: Sue Sullivan                                      Carried

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**Correspondence**

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A thank you was received from the Optimist Club of Parry Sound thanking us for lending them our sound system for Breakfast with Santa.

The Chamber of Commerce sent out an e-mail announcing that Heather Murch, has left her position of Manager. At this time a replacement has not been found.

Susan sent Glen Moffat an e-mail asking about his plans for a Market in the old Wright Clinic. He replied that he is planning on renting out spaces for vendors as well as running a little cafe. He currently has 5 people interested and hopes to open in the New Year.

Festival of the Sound send in a request asking to be considering for our Parking Meter Fundraising Program. They would like to use any money raised for their Music Scores program that takes music into the local elementary schools. Any money collected from April 1 – July 30, 2018 will be donated to them for use in this program.

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## Previous Business

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### a) Salvation Army Community Van

- Paul has not had a chance to talk to McNabbs about using their parking lot. He will do so in the New Year.

### b) Strategic Plan

- Susan had a conference call with Kay and Patty. A request was made at a DSC meeting to have the people who were to be interviewed by Patty also attend the workshop. Susan, Kay and Patty feel that there is good representation of property owners, retail, and business and this is not necessary. Patty will work to finalize a location. Possible the Stockey Centre or Council Chambers.

### c) Website RFP

- It was discussed whether we need to continue with “Do It” and “Find It” on the website. It was felt that these are features that are not well used so we will not include them in the new website.
- Susan will prepare an ad to go in the North Star on January 3<sup>rd</sup>. The RFP will be posted on our website and on Facebook. She will also send the RFP to James at Explorer’s Edge.
- The RFP will close on January 26<sup>th</sup>.

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## New Business

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### a) Remembrance Day Banner Update

- The response to this project has been overwhelming. They already have enough interest for an additional 40 banners.

- The process is being fine-tuned so people can not apply without a complete package including a photo.
- At a recent meeting there was a discussion about where to place more banners. It was decided they should go on Bowes Street which would lead people into the downtown.
- We have a \$531 credit with Classic Displays. We will use this money to purchase more banners arms that will be installed in the downtown.
- In future years we will figure out a way to contribute to this initiative either by a donation or by providing more hardware or a service.

b) Wifi in the Downtown

- An email was received from Lynn stating that this had been added to the Town's 2018 budget. The cost was estimated to be \$18,000 and the DBA would be asked to contribute half of the cost or \$9,000. Susan sent an email to the board asking their opinion. The consensus was this is not something that is necessary and the cost was too high.
- It was discussed in more detail at the board meeting and suggested that instead of free Wifi everywhere there be a couple of hot spots. This is something to discuss at a later date.

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## Reports

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

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

Light up the Park

- A great community event with a really good turnout of approximately 300-400 people. Good partnership with PSPT and the PS Library.
- A suggestion for next year is to give out downtown dollars that are only good for that night and encourage stores to stay open late that night.

Parry Sound Women's Weekend

- This event was very successful for its second year. Next year we need to promote the Friday night as only a shopping night. Keep the workshops to Saturday morning and have more of a variety like cooking.
- Explorer's Edge will only partner with the marketing next year. It was decided we will not subsidize the workshops.
- Next year we could close the street, have the breweries set up for taste tasting and have our fire pit out.
- Susan will talk to Sherry Mair about holding her Yuk Yuk's night on this weekend.

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

- The interest from the GIC that was rolled over had been deposited into our back account.

“Motion to accept the financial statements as available”

Moved by: Cathy Downing                      Seconded by: Karen Hobson                      Carried

- The draft 2018 budget was discussed and each event was analyzed. Susan had sent out a survey to all members listing all of our 2017 events and asking for input as to whether or not we should hold them again in 2018. She received 15 responses and every event received a majority yes vote. The PS Women’s Weekend was discussed in detail with ideas as to how to cut down the cost.
- Susan will redo all of the event budgets to try to trim about \$5,000 off of the total expenses and then will resend out the budget as well as the event budgets to the board.
- There will be more budget discussion at the next meeting.

d) Council – Paul Borneman

- The 2018 Town budget talks have started.
- Paul had a picture of another BIA and every store put a Christmas tree out front. We need to do more to encourage the stores to decorate.

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## Next Meeting

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The next meeting will take place on January 10, 2018

“Motion to adjourn the meeting was made at 8:45pm “

Moved by: Sue Sullivan                      Seconded by: Paul Borneman                      Carried

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