



MINUTES

Parry Sound Downtown Business Association

July 18th, 2018

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

In Attendance

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

Staff: Susan Hrycyna

Regrets: Cathy Downing

Approval of Agenda

“Motion to approve the agenda of the July 18th, 2018 DBA Board of Directors Meeting”

Moved by: Mike Puro

Seconded by: Paul Borneman

Carried

Guest Speaker - Brenda Ryan, Beautification Committee Chair

Brenda presented the Beautification Plan that was developed by the Beautification Committee. This plan addresses 10 key points:

- 1) Landscaping
- 2) Invest heavily in store front beautification
- 3) Signage
- 4) Banners
- 5) Sidewalk cafes and intimate surroundings
- 6) Paint utility boxes
- 7) Street furniture
- 8) Vacant shops
- 9) Group of Seven colours
- 10) Design Consultation

Resolution 18-14

“Motion to adopt the 2018 Beautification Plan as prepared and presented by the Beautification Committee”

Moved by: Paul Borneman

Seconded by: Mike Puro

Carried

Approval of Minutes

“Motion to approve the minutes from the June 6th, 2018 DBA Board of Directors meeting”

Moved by: David Coles

Seconded by: Mike Puro

Carried

Correspondence

Susan received a phone call from a cottager, Sandra, who witnessed a disturbing incident in the downtown on the May long weekend. She was with her grandchildren and she saw two police officers Taser an inebriated man who she felt was unable to defend himself. She said as a result of this incident and a previous incident a year ago in which a person was unconscious from an apparent drug overdose, she will not be coming back to the downtown. She said she called the OPP and left a message to speak to someone but has not yet received a call back. Susan contacted Staff Sargent Mike Gordon and he said he would make sure someone called her. In this same conversation Sandra questioned why the OTAC clinic was right on the main street.

The board had a discussion about this clinic. Karen has the phone number of the building owners and Susan will contact them to see how much time is left on the lease for this clinic. It was also suggested we contact Norm Miller to see if anything can be done to move them off of the main street.

Previous Business

a) Main Streets Revitalization Budget

Resolution 18-15

“Motion to accept the budget presented by the Beautification Committee for the Main Streets Revitalization money in the amount of \$45,000”

Moved by: Karen Hobson

Seconded by: Sue Sullivan

Carried

b) Salvation Army Community Van

- Susan has been trying to set up a meeting to discuss this. She will contact Scott Allen to arrange a meeting with Paul, Daryl and Susan.

c) Film Financing

- Defer to August meeting

d) Spring Banner

- The design for the spring banner was approved. Susan will order some as well as extra stock of the summer, fall and winter banners using the \$4,000 from the Main Streets Revitalization money.
- The Veteran Banner Program has an additional 46 banners that will be installed this fall. There will be 38 placed on Bowes Street and 8 for the downtown. Susan will determine the location for these.

e) Website

- The website is almost ready and should be live by the end of next weekend. Members will be able to update their business information within another 2-3 weeks.
- We need to update the board member information. Susan will send out the bio form to be filled out and will arrange to take pictures.

New Business

a) Marketing Plan

- \$10,000 has been put aside from the Main Street Revitalization money to implement a marketing plan.
- Susan will draft a Request for Proposals for a Marketing/Branding plan for the next board meeting.

b) Donation to Horticultural Society

Resolution 18-16

“Motion to make a donation to the Parry Sound Horticultural Society in the amount of \$150 as a thank you for helping to plant the annuals in our downtown street planters”

Moved by: Karen Hobson

Seconded by: Mike Puro

Carried

c) Fundraising Parking Meters

- \$445.75 was raised and donated to the Festival of the Sound for their Youth music program.
- A request for participation in this initiative was received from the Splash Pad Committee. Any money collected from October 31 – March 31 will be held in trust for this committee. Once funding for the splash pad has been established the money will be donated to them.

d) Promotional Item

- Susan has a sample of a key chain that is used instead of a quarter or loonie for grocery carts. The cost is approximately \$3 each. We have used up our promotional money for this year.

e) Procurement Policy

Resolution 18-17

“Motion to approve the Procurement Policy as amended”

Moved by: David Coles

Seconded by: Mike Puro

Carried

Reports

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

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

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

“Motion to accept the financial statements as presented”

Moved by: Mike Puro

Seconded by: Paul Borneman

Carried

- David Coles will be stepping down at Treasurer at the end of his term. We will need to start recruiting someone for this position.

Resolution 18-18

“Motion to renew the two GIC’s that expire on July 29, 2018 for one more year”

Moved by: Sue Sullivan

Seconded by: Karen Hobson

Carried

d) Council – Paul Borneman

- No report

Next Meeting

The next meeting will take place on August 8th, 2018

“Motion to adjourn the meeting was made at 8:16pm “

Moved by: Paul Borneman

Seconded by: David Coles

Carried

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