

***Downtown Parry Sound Business Association
Board of Management
Minutes of February 10th, 2011
Georgian Bay Software
42 Gibson St.***

Present: Dan McCauley, Perry Harris, Shirlene Johnston, Angelika Distler

Participation via Videoconferencing: Lis McWalter

Regrets: Daryl McMurray

Administrator: Heather Steele

- 1) Call to order: Chaired by Dan McCauley 6:08 PM
- 2) Approval of the Agenda for February 10th, 2011
That the Agenda for February 10th, 2011 be approved with the additions of
#13 – RTO12 meeting of February 10th, 2011
#14 – Potential Future Initiative
#15 – Meeting time change
Moved by Shirlene Johnston
Seconded by Angelika Distler
Carried.
- 3) Approval of the Minutes for January 13th, 2011
That the Minutes for January 13th, 2011 be approved as presented.
Moved by Angelika Distler
Seconded by Shirlene Johnston
Carried.
- 4) Susan Sullivan owner of Jean's Unlimited sent a letter to the Board. Susan explained in her letter that her current schedule doesn't allow her to participate on the DBA Board. She requested that Perry Harris be appointed as her voting representative as a Director on the DBA Board.

MOTION: That Perry Harris's name be forwarded to Council for approval to be appointed to the Downtown Parry Sound Business Association as a Director representing Susan Sullivan owner of Jean's Unlimited
Moved by Angelika Distler
Seconded by Shirlene Johnston
Carried.

5) CORRESPONDENCE

- A) Susan Poole was the DBA representative on the Georgian Bay Country Marketing Committee. Susan reported that due to the fact that GBC is in the process of becoming a non-for profit organization the decision was made that effective December 16th, 2010 the Marketing Committee would be dissolved.

5) continued

- B) Georgian Bay Women's Network emailed about their "Brides Ball on Georgian Bay" supporting the West Parry Sound Health Foundation on February 26th, 2011. For more information susan@cbdc.parrysound.on.ca
- C) Brenda Timmins required an organization sign for a liquor license for the "Fashion Show" event on April 14th, 2011 to raise funds for the Hospital Mammography Dept. However, prior to the meeting other arrangements were made and the request withdrawn.
- D) There will be a Customer Training Event "Disney's approach to Business Excellence" hosted by the Labour Market Group. March 10th, 2011 at the Charles W. Stockey Centre. For more details call 877 223 8909 or www.thelabourmarketgroup.ca
- E) The Event "Empower Your Business Using Social Media" being hosted by the Chamber February 23rd, 2011 at the Charles W. Stockey Centre. For more details 800 461 41261 or kathy@parrysoundchamber.ca
- F) "Henderson Jersey Homecoming Tour March 2nd, 2011 at the Bobby Orr Hall of Fame 3 PM to 7 PM. Following is how the event is being promoted?

1972 – The Goal that United a Nation:

The Henderson Jersey Homecoming tour will be at the Bobby Orr Hall of Fame, March 2nd from 3 PM to 7 PM. This fully-branded, 48' double expendable trailer is traveling across the country and houses Paul Henderson's iconic jersey, Summit Series memorabilia, photo opportunities, video documentaries, trivia games, historical and political context and much more. PLUS – the first 25 visitors will receive a special edition Henderson Jersey Homecoming tour scarf! This is a FREE event! Bring the spirit of the 1972 Summit Series to life in our own community!

For more information, contact Cheryl at manager@bobbyorralloffame.com

- G) The Town requested feedback on a request from the DBA on a request from Parry Sound Motorcycle to close James St. from Seguin St. to Mary St. on Friday July 8th, 2011 - 6 PM to 8 PM for their "Show 'n Shine" event. The Board received no concerns the last time the PS Motorcycle group requested this. The DBA Administrator was requested to email the Town supporting this request with the understanding that all safety precautions will be put into place and that all merchants and residents will be notified. The Administrator will also notify our members with email of the event.

- H) Two of our new light sprays installed in late 2010 are not functioning. Bev McCormack-Bell contacted the manufacture and had two new ones shipped up. When the PUC replaces the replacements, the faulty units will be returned to the Manufacturer.
 - I) Jean's Unlimited requested that the merchants be reminded of the importance of NOT parking on James St. during the day. Administrator to email / mail the members, reminding them of how inappropriate parking by the merchants on James St. negatively affects the other merchants, the reason for meters, and that it is illegal to feed meters.
 - J) The Seguin Seniors copied the DBA on a letter they sent to Council requesting free parking for persons with a valid Handicapped Parking card. This letter will be forwarded to DBA Parking committee for review.
- 6) Rules regarding "presence" by Directors at DBA Board Meetings: The Board investigated what constituted "presence" by Board Members for meeting participation and voting at DBA meetings. This request was made specifically in light of the more prevalent use of video and teleconferencing for participation at meetings. Dan McCauley reported that the DBA Board is considered to be a local board under the Municipal Act and as such is subject to the same meeting requirements as Council and therefore Board members must be physically present to vote.
- 7) Budget review: Documents are being prepared by Angelika Distler for the next budget review by the Board. Per Chair direction, once the documents are ready, a date in early March will be set for a 2nd budget review meeting.
- 8) Miscellaneous Initiatives Update
- a) Chamber report: Perry gave a verbal update on the Social Media event and noted that the ticket sales are going well and encouraging participation.
 - b) Main St.: nothing additional to report from that reported in January. The application review process continues and we hope to receive approval soon.
 - c) DBA Membership Survey: 110 – 115 surveys completed. The expectations are to have 125 – 130 if schedules can be arranged. Administrator to confirm attendance by the Directors at a special meeting May 19th, 2011, 6 PM Georgian Bay Software to review the results.
- 9) A communication meeting of January 20th, 2011 (now know as "What's Going On") These meetings are intended for the Town, CBDC, REDAC, GBC, Chamber and the DBA to share projects they are working on. With enhanced communication between these groups, it is hoped to eliminate duplication of events and projects and that more partnering and collaboration will develop. The goal is to share information and work together for the betterment of all the organizations. Written report on file. Next meeting March 17th, 2011. 8:00 AM. Administrator to attend.

- 10) Action register: this will be used by and for the Directors to keep track of items being worked on, person responsible and the time frame for completion. It will be updated as required and emailed to the Directors with each regular monthly agenda.
- 11) Welcome Packages: to be reviewed by the PR committee
- 12) Projects: the intent is that all current and future projects will be assigned to a committee for actioning. The Champion for each committee will be confirmed. The Champion will be the main contact person between the Board and will be the person to receive any communication with regards to items that committee is responsible for. Each committee will report at general meetings and email that report to the office.
- 13) RTO12; Shirlene attended the February 10th, 2011. The main items under discussion: GEO cashing. This unique way of driving people to Towns and Businesses is very popular in other Cities. The other item was Videos, prepared by an organization or individual. These videos are sent to RTO12 and a link from their web site to these videos will advertise the Organization or Business. For more information on these FREE advertising options and other incentives contact RTO12 at 705 645 2512 or email info@santasvillage.ca The meeting agenda stating RT012 goals, vision, role and mandate on file. Shirlene to review and bring forward to the marketing committee items / projects she feels will benefit the DBA.
- 14) Potential Future Initiative: Board went to “In Camera” 7:25 to 7:47 PM
Moved by Angelika Distler
Seconded by Shirlene Johnston
Carried.
- 15) The Board discussed if the regular meeting start time should be changed from 6:45 PM to 6 PM

MOTION: that the regular DBA meetings start at 6 PM.
Moved by Shirlene Johnston
Seconded by Angelika Distler
Carried.

Items not on agenda: Dan reported that the date for the Town Office to move back to 52 Seguin from the mall as been confirmed. Move will happen mid April. Exact date to be noted in March minutes.

- 00) Adjournment
Moved by Shirlene Johnston
Seconded by Angelika Distler
Carried. 7:58 PM

***** NEXT MEETING *** MARCH 10TH, 2011 *****

GEORGIAN BAY SOFTWARE - 42 GIBSON ST. – REAR ENTERANCE - 6:00 PM
705 746 6426 downtown@psdba.ca www.psdba.ca