



MINUTES

Parry Sound Downtown Business Association

September 12th, 2018

Meeting called to order by Daryl McMurray at 6:28pm

In Attendance

Board Members: David Coles, Councillor Paul Borneman, Karen Hobson, Daryl McMurray, Sue Sullivan, Amy Black, Tanis Mack, Bernie Keating

Staff: Susan Hrycyna

Regrets: Mike Puro, Cathy Downing

Welcome to New Board Members

Daryl welcomed the new board members, Bernie Keating, Amy Black and Tanis Mack

Approval of Agenda

“Motion to approve the agenda of the September 12, 2018 DBA Board of Directors Meeting with the following addition:

- Board Meeting Nights”

Moved by: David Coles

Seconded by: Paul Borneman

Carried

Approval of Minutes

“Motion to approve the minutes from the August 8, 2018 DBA Board of Directors meeting”

Moved by: Karen Hobson

Seconded by: Sue Sullivan

Carried

Correspondence

Susan had a phone call from James at Explorer’s Edge saying that Breakfast Television will be filming in Parry Sound next Tuesday. They will be here between 6:30 and 9am and will do four, three minute segments. They will be visiting the Canadore Apiary, going for a ride on the Island Queen zodiac, ATVing with Bear Claw Tours and visiting Sail Parry Sound. If anyone wants more information they should contact Explorer’s Edge.

Previous Business

a) Salvation Army Community Van

- The outlet for the community van was installed at Market Square Park on Monday. Susan put a lock on the cover and delivered a key to Scott Allen. They will move the community van to the new location beginning Friday September 20th.

b) Walk of Fame Stone

- Prices were received for larger stones but it was decided to stick with the existing size of 16"x16" for future stones.
- Susan sent a mockup to Northern Rescue. They are now saying they don't have any money. Susan will follow up to see if they can pay a portion.

c) Website

- Daryl is still working on the website and it is almost ready for the member's portion. Daryl fixed the problem and it is now mobile friendly.
- We need pictures and bios for the board members
- Susan had been given the login and trained on how to do updates

d) Downtown Gardens

- The four in-ground gardens are complete.
- The parkettes at the bottom of the James Street parking lot are on hold. Brenda Ryan is working on how to build the planter boxes around the cement bases that were left behind when the pillars were removed. We will probably wait until spring to install everything.

e) Marketing Plan RFP

- Three proposals were received in response to our RFP for a Marketing & Branding Plan.

Resolution 18-21

"Motion to tentatively accept the proposal from Gel Creative to "Design a marketing plan that brings the *wildly civilized* brand identity to life" pending reference checks, answers to questions about the budget, and a final approval by the Board of Directors via e-mail"

Moved by: David Coles

Seconded by: Sue Sullivan

Carried

New Business

a) Conflict of Interest Policy

Resolution 18-22

"Motion to approve the Conflict of Interest Policy as amended"

Moved by: Paul Borneman

Seconded by: Amy Black

Carried

b) Tesla Plug

- Susan will put in a request to Tesla to have a plug installed in the downtown. The Gibson Street parking lot is an option.
- After receiving information she will share this with McNabb Lumber

c) End of Term for Board Members

- The term for all board members ends November 30, 2018. Anyone who wishes to return must state their intention at the November board meeting and Susan will submit their names to Council for approval.
- David Coles will not be returning. We need to recruit a Treasurer.

d) Board Meeting Nights

- Daryl has a conflict on Wednesday nights and will not be able to attend board meetings. We will discuss possibly moving the board meetings to an alternate night if possible after November 30th.

Reports

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

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

- Four events are complete and the Events Committee will be meeting to discuss and complete and event evaluation for each.
- Susan met with Brad Weiler to discuss the Hometown Hockey event in October with their Marketing/Community Coordinator. They really encourage the town to decorate in red and white with a hockey theme. They are willing to donate prizes for any decorating contests. Susan would like to bring back the Pole Decorating Contest with a theme of “Hockey’s Biggest Fan”. Amy has some ideas for a DBA pole. We will decorate it early to promote the contest.

Resolution 18-23

“Motion to give \$250 downtown dollars as part of the prize for the best pole in the Pole Decorating Contest”.

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

- At the end of July our GIC matured. Scotia Bank just contacted Susan about reinvesting it. \$10,282.38 was reinvested in a 9 month GIC at a rate of 2.35%

d) Council – Paul Borneman

- Thomas Boswell contacted Paul to suggest that CD’s of all of the movies that have been made in Parry Sound be bought and put in the Parry Sound Library.

- There will be a Tourism Summit hosted by Explorer's Edge at Deerhurst on September 20th.
- There was a public meeting regarding the intent to build a 160 unit development on Louisa Street. There is a lot of concern from the surrounding residents. Parry Sound needs affordable housing. Should the DBA take a position on this as it is close to the downtown?

Next Meeting

The next meeting will take place on October 10, 2018

“Motion to adjourn the meeting was made at 7:55pm “

Moved by: David Coles

Seconded by: Paul Borneman

Carried

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