



MINUTES

Parry Sound Downtown Business Association

November 14th, 2018

Meeting called to order 6:33pm

In Attendance

Board Members: David Coles, Cathy Downing, Karen Hobson, Sue Sullivan, Amy Black, Tanis Mack

Staff: Susan Hrycyna

Regrets: Councillor Paul Borneman, Bernie Keating, Daryl McMurray

In the absence of the Chair and Vice-Chair, David Coles agreed to chair the meeting.

Approval of Agenda

“Motion to approve the agenda of the November 14th, 2018 DBA Board of Directors Meeting”

Moved by: Cathy Downing

Seconded by: Karen Hobson

Carried

Guest Speaker – Vladimir Shehovtsov, Economic Development Officer for Town of Parry Sound

Vladimir introduced himself and gave some of his employment history. His key priorities are:

- Business attraction and expansion
- Manufacturing and IT
- Most businesses that are recruited could be located outside of Parry Sound, specifically in the Industrial Park north of town
- Help the local economy to grow faster

He organized an event with the CB&DC and Chamber called “Own this Space”. Twelve businesses were shown what Parry Sound has to offer and three of them expressed a strong interest in possibly relocating to the area. Similar events will be held again in November, April & May. These will include a walking tour of the downtown and the DBA will be included.

He is getting inquiries to purchase existing businesses. Susan will let him know if she hears of anyone interested in selling.

In January, the DBA will be adding a section to the website that will list all properties available for sale or rent.

Approval of Minutes

“Motion to approve the minutes from the October 10th, 2018 DBA Board of Directors meeting”

Moved by: Cathy Downing

Seconded by: Tanis Mack

Carried

Correspondence

A letter was received from The Salvation Army requesting financial assistance to help with the purchase of a new Community Response Vehicle. They will be added to our fundraising meter program from April 1 – June 30, 2019.

An email was received from Brad Weiler, Community Recreation Programs Coordinator for the Town. They are running their Winter Magic Christmas Lights/Decoration contest again and asked if the DBA would donate 4x\$25 as a prize. The DBA will pass this year.

Erin Bridle from the Optimist Club requested the use of the DBA sound system for the Santa Claus parade and their breakfast with Santa. Yes, they can pick it up at GB Software.

Previous Business

a) Marketing Plan/Brand Identity.

- The board had a conference call with Tom and Shannon from Gel Creative. The draft logos were discussed and feedback was given.
- Some comments were
 - Everyone preferred the rock over the flower pot
 - Remove the sunset colours and replace with blue shaded from dark to light
 - The rock and tree should be black
 - We need to be known for Georgian Bay. So many people don't realize Parry Sound is on Georgian Bay.
 - Remove lines on either side of Downtown
 - Make Downtown slightly larger
- This is a real tourism opportunity for a destination marketing experience.
- Lean on the natural environment and then build out the quality of the downtown experience.

b) Walk of Fame Stone

- A second 16”x16”stone will be installed in April featuring Northern Rescue.
- Susan will get a mock up made for December's meeting

c) Memorandum of Understanding

Resolution 18-24

“Motion to approve the amended Memorandum of Understand”

Moved by: Amy Black

Seconded by: Tanis Mack

Carried

d) DBA Sound System Policy

Resolution 18-25

“Motion to approve the Lending Policy for the Sound System as amended”

Moved by: Amy Black

Seconded by: Sue Sullivan

Carried

New Business

a) Cannabis Store in Parry Sound, No Smoking Cannabis Bylaw

Resolution 18-26

“Motion to inform Taylor Elgie that the Board of Directors would like the Town of Parry Sound to “opt in” to allow a cannabis store to open within the town limits. This direction is conditional on a bylaw banning the smoking of cannabis in public, specifically in the Downtown.”

Moved by: Amy Black

Seconded by: Tanis Mack

Carried

b) Christmas Downtown Dollar Sale

- Downtown dollars will be sold at a discount (\$25 for \$20) between December 1 - 24. They will be sold at Pardon My Garden, Jeans Unlimited, and The Town Trading Post.

c) Christmas Music in the Downtown

- It would be nice to have outdoor music playing in the downtown during the holiday season. Susan will talk to Kevin at Big Sound Buy & Sell about how it can be done.

d) Disconnect in the Downtown

- There is some disconnect between some of the downtown businesses.
- At this point nothing will be said.

e) Returning Board Members for 2018-2022 Term

- Amy, Tanis, Sue, Karen, David and Cathy would all like to keep serving as board members.
- Susan will contact Bernie and Daryl to see what they would like to do.

- Daryl is not available on Wednesday evenings due to another commitment. At this time we are not able to change the meeting night.
- Susan will send Paul an email to see if he is willing to stay on as our Council rep.

Reports

- a) Administrator- Susan Hrycyna. A detailed report is on file.
 - The garland and red bows were put up on Monday.
 - \$704 was collected from the fundraising meters. This money will be used to buy chairs for the parkettes.
- b) Events – Susan Hrycyna. A detailed report is on file.
 - The \$250 downtown dollars that are being donated as a prize for the PS Girlfriends’ Weekend will have no expiry date.
 - David Coles will play Santa on December 15th
- c) Financial – David Coles. A detailed financial report is on file.
 - Susan will prepare a draft budget for the January meeting.

“Motion to accept the financial statements as presented”

Moved by: Karen Hobson Seconded by: Sue Sullivan Carried
- d) Council – Paul Borneman
 - No report.

Next Meeting

The next meeting will take place on December 12, 2018

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

Moved by: Karen Hobson Seconded by: Tanis Mack Carried

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