



MINUTES

Parry Sound Downtown Business Association

January 16th, 2019

Meeting called to order by David Coles at 6:28pm

In Attendance

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

Staff: Susan Hrycyna

Approval of Agenda

“Motion to approve the agenda of the January 16, 2019 DBA Board of Directors Meeting with the following additions:

- Hanging Baskets 2019
- Code of Conduct”

Moved by: Sue Sullivan

Seconded by: Cathy Downing

Carried

Approval of Minutes

“Motion to approve the minutes from the December 19, 2019DBA Board of Directors meeting”

Moved by: Karen Hobson

Seconded by: Amy Black

Carried

Correspondence

Susan received an e-mail from Jessie Langford, Town of Parry Sound. There will be a total of 14 cruise ship visits this summer, from three different cruise lines. Susan will forward the dates to the members in the next newsletter.

Previous Business

a) Walk of Fame Stone

- A new mock-up of the stone for Northern Rescue was sent with no actors names. It is a much better layout. Susan will place an order for a 16”x16” stone to be pole in front of The Town Trading Post

b) Salvation Army Community Van

- Susan talked to Aleesha (PS Bikes) about the issues she has been having with the Salvation Army's Community Van on Friday evenings. They have been parking closer to the library which has helped things. She will stay in touch and told Aleesha if she has any issues to document them and send a letter to the DBA.

New Business

a) Downtown Dollar Report

- Downtown dollars were sold at three locations Dec 1-24. \$6,940 was collected and 347 \$25 downtown dollars were sold for a total value of \$8,675. The cost to the DBA is \$1,735. The feeling is that this promotion encourages and helps to keep people shopping downtown.
- Some people bought over \$1,000 worth. Do we put a limit on the amount they can purchase? One business redeemed dollars and some of the downtown dollars that they had personally purchased were included in this amount. Did they buy them and give them to customers to spend? We need a policy for 2019.

b) Nomination & Election Policy

- With the assistance of the Town Clerks, Susan has developed a Nomination & Election Policy.
- Add to the policy that bios for each candidate will be put on the DBA website.

Resolution 19-01

"Motion to approve the Nomination & Election Policy as amended"

Moved by: Amy Black

Seconded by: Tanis Mack

Carried

c) Marketing Budget Breakdown

- Susan received a breakdown for the marketing budget that was proposed in the Gel Creative Marketing Plan. It was received late today, so the board members had not seen it before the meeting. Everyone needs to digest what was proposed. It will be discussed during budget discussions at the February meeting.

d) Hanging Baskets for 2019

- Susan received a proposal from April with suggestions for the 2019 hanging baskets. The proposed colours are yellow, pink and purple with a green trailing vine.
- The feeling is that this colour scheme is quite dated. Since the planters that are going to be placed outside of each business will be filled with a variety of different coloured flowers and there are colourful banners on each light pole, we should have a more neutral hanging basket. The trend is white and green. This would be a fresh change. Susan will email April with the board's suggestions.

e) Code of Conduct for Board Meetings

- It was suggested we develop a Code of Conduct for our board meetings. Susan will look at the Council's Code of Conduct as well as some from other BIA's.

Reports

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

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

- The DBA events were discussed and dates were confirmed.
- We will ask artists to paint a live edge wooden plaque for our Silent Auction this year. Susan can buy them from Lee Valley Tools. An 11"x16" plaque is \$15.30. We paid \$13 for the paddles.
- Susan did not file a grant application for Celebrate Ontario because we were only eligible for \$1,800 (15% of the 2018 event's operating costs).

Resolution 19-02

"Motion to allow Susan Hrycyna in coordination with the Events Committee Chair to apply for a NOHFC Event Partnership grant for Parry Sound Girlfriends' Weekend 2019"

Moved by: Amy Tanis

Seconded by: Tanis Mack

Carried

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

"Motion to accept the financial statements as presented"

Moved by: Sue Sullivan

Seconded by: Amy Black

Carried

- There was a preliminary discussion about the 2019 budget. It will be discussed in more detail at the February board meeting.

d) Council Report – Roger Burden

- The MOU between the Town and DBA was passed by Council

Next Meeting

The next meeting will take place on March 20, 2019

"Motion to adjourn the meeting was made at 7:46pm "

Moved by: Sue Sullivan

Seconded by: Karen Hobson

Carried

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