

***Downtown Parry Sound Business Association  
Board of Management  
Minutes of March 22, 2012  
Georgian Bay Software  
42 Gibson St.***

Present: Angelika Distler, Dan McCauley, Claire Anderson, Perry Harris, Lis McWalter, Daryl McMurray

Regrets: Shirlene Johnston

Administrator: Susan Hrycyna

Call to Order: 6:02 PM

**Resolution 12-11**

The Agenda for March 22, 2012 is approved

Moved by: Perry Harris

Seconded by: Angelika Distler

Carried

Attendees: Angelika Distler, Dan McCauley, Susan Hrycyna, Claire Andersen, Perry Harris, Lis McWalter

Correspondence

- An e-mail was received from Parry Sound Bed & Breakfast Association. They offered to “spruce” up the DBA’s information booth. In exchange for this work they have asked if we would permanently place an Association poster in the booth. The board members thought this was a very generous offer. Susan will ask them what is the size of the poster that they want to put up? If it is 11”x17” or smaller that is fine and we will accept their offer in exchange for displaying their poster. If the poster is any larger we will need to see the actual poster.

D&O Insurance

- Since our last board meeting 2 weeks ago, Perry has reviewed all of the insurance policies that we received quotes for. He recommended we go with the policy from Brokerlink.

**Resolution 12-12**

**Motion:** “The DBA will accept a bid from Brokerlink with Premier Marine Insurance at a cost of \$900 per year”

**Moved by:** Perry Harris

**Seconded by:** Angelika Distler

**Carried**

AGM Date and Place

- The AGM will be held this year on June 7th, 2012. There will be a “meet and greet” at 6pm, followed by the meeting at 6:30pm. Susan will find out if the BOCC is available. Coffee, Tea and light snacks will be served. Angelika will help with the food.

LIP Grant Application

- Susan has spoken to Bill Spinney about applying for a LIP Grant for a sound system. She has filled out an application form and is getting a quote for a sound system from Quik Cash.
- Perry pointed out that you do not have to be applying for a specific event and we should point out that this sound system will be for our own usage as well as community projects. Susan will send the application to Bill.

Revitalization Plan Overview

- Lis is starting the documentation process of the revitalization plan. She has met with the Street Scaping Committee and they are also documenting their ideas. Under marketing Claire has some good ideas that she is also pulling together. Social Media now has a strategy. Lis spoke with Kay (head of OBIAA) to get some ideas. She has also been on the town’s website and gotten excerpts from their

official plan and strategic plan. This will give her a framework to show what is important to the town as it relates to the downtown.

- It is a work in progress and will be done by the end of April. There will be a special meeting in May to review it. Lis will send out the draft form for everyone to read.

#### Budget

- Angelika has the auditor's report and handed out copies of our financial statements. As of January 1st there is a \$26,000 surplus not including the GIC.

#### **Resolution 12-13**

**Motion:** "\$8,333 to be taken out of the surplus funds and put into a GIC for our main street plans."

**Moved by:** Angelika Distler

**Seconded by:** Daryl McMurray

**Carried**

- Once this latest \$8,333 is put into a GIC the DBA will have \$25,000 set aside for main street plans.
- Claire has some ideas for promotions. She is going to work on simplifying the logo. It was redone at least 4 years ago and needs updating. She also feels we need a tag line. We need to make sure what we start using will not become obsolete. For now we are going to remove our logo from our letterhead and just put "Downtown Parry Sound". She also asked if our web site could be changed to downtownparrysound instead of psdba.
- Claire would like to get window clings for every business in the DBA boundaries. She will get pricing for the next meeting. She is also looking into clings to go under the bistro tables that will list things to do in Parry Sound.
- Susan had ordered giveaway items. Everyone liked the pen, luggage tag, ice scraper and the zip tote bag. Susan is going to order a few more items for our next meeting and a decision will be made as to what we will order for giving away at the trade show etc. to read.
- Dan informed us that if the town budget passes, the DBA will be getting 70 hanging baskets.
- To cut down on watering costs the downtown businesses have indicated they would like to have an "adopt a plant" program. They would look after a planter including watering and dead heading. In general most of the board members liked this idea but felt it is something that will have to be monitored very closely. It would be good to acknowledge who is looking after the planter by having some kind of stake in it with the business name on it. After discussion it was decided we would go ahead with this program and then re-evaluate in the September to see if it worked.
- Angelika to rework some budget figures and send out a new draft.

#### Additional Business

##### Bands on the Dock

- There was a discussion about the event Friday Night on the Dock. Who should this event be geared towards. Originally the intent was an appreciation night, to thank people for coming downtown. Some ideas were to move the time ahead to 4-6pm so that tourists could come in and shop and then get to their cottage in good time. We could advertise at marinas and through GB Airways. Are we really trying to attract tourists? Could we just play music – no, we would have to pay CRTC fees. Maybe we could pay more for better bands, and only do it every other week. What about having the same person for more than one week. There is a lot of concern about how busy the parking lot will be Friday night. If cars are parked in front of the band shelter there will be no where to sit/stand to listen. We could try it for a couple of Friday nights to see how it works.

#### BOCC

- Dan pointed out the BOCC sits empty almost all summer. Could we use it to put on an event, possibly get a big name band and hold a dance? What about something for the younger kids. Dan to find out the prices for the facility.

#### **Resolution 12-14**

**Motion:** "For the DBA Board of Management to go In Camera"

**Moved by:** Perry Harris

**Seconded by:** Dan McCauley

**Carried**

**Resolution 12-15**

**Motion:** “For the DBA Board of Management to go back into an open meeting”

Moved by: Angelika Distler

Seconded by: Dan McCauley

Carried

**Resolution 12-16**

The meeting was adjourned at 8:46pm

Moved by: Angelika Distler

Seconded by: Dan McCauley

Carried

DRAFT