



MINUTES

Parry Sound Downtown Business Association

February 20th, 2019

Meeting called to order by Susan Hrycyna at 6:31pm

In Attendance

Board Members: David Coles, Karen Hobson, Amy Black, Tanis Mack, Thomas Clark, Bernice Anderson, Dan DiNicolo, Seanon Megyesi

Staff: Susan Hrycyna

Guests: Wendy Dabek, Bonnie Spinney, Brenda Ryan

Regrets: Councillor Roger Burden, Sue Sullivan

Approval of Agenda

“Motion to approve the agenda of the February 20, 2019 DBA Board of Directors Meeting”

Moved by: Karen Hobson

Seconded by: David Coles

Carried

Approval of Minutes

“Motion to approve the minutes from the January 16, 2019 DBA Board of Directors meeting”

Moved by: Amy Black

Seconded by: Tanis Mack

Carried

Executive Election

Election for Chair

“Motion to nominate David Coles as Chair of the DBA Board of Management”

Moved by: Karen Hobson

Seconded by: Tanis Mack

Carried

No other nominations. David Coles is elected Chair by acclamation

Election for Vice-Chair

“Motion to nominate Amy Black as Vice-chair of the DBA Board of Management”

Moved by: Tanis Mack

Seconded by: Karen Hobson

Carried

No other nominations. Amy Black is elected Vice-chair by acclamation

Election for Treasurer

“Motion to nominate Karen Hobson as Treasurer of the DBA Board of Management”

Moved by: David Coles

Seconded by: Amy Black

Carried

No other nominations. Karen Hobson is elected Chair by acclamation

Secretary

“Motion to nominate Tanis Mack as Secretary of the DBA Board of Management”

Moved by: Amy Black

Seconded by: Karen Hobson

Carried

No other nominations. Tanis Mack is elected Secretary by acclamation

David Coles Chaired the remainder of the board meeting.

Guest – Brenda Ryan, Chair of Beautification Committee

Brenda gave an update on the Beautification Plan. Phase One of the plan is complete with the installation of four in-ground gardens completed last summer. We will see how the gardens handled the winter before continuing with more.

The Parkettes at the entrance to the James Street parking lot will be built this spring. Canadore’s Carpentry Program has agreed to build them for us. They should be completed in May.

Susan and Brenda have visited a few downtown businesses to discuss the plan with them. We are moving ahead with the signage program. A number of businesses are open to proceeding with new signage. The DBA has \$20,000 from the Downtown Revitalization money to purchase new signs and remove the old ones.

We will be ordering flower planters for the summer. Each business will be offered one or two planters to put outside of their business. The idea is to create colour to soften the façade of the buildings. The Beautification Committee will create a “Tip Sheet” on suggested plants and how to look after the planters. There was a discussion on whether the flowers should have a consistent look, or just let everyone do their own thing. Do we have money in the budget to pay for the flowers?

We will not be using the old black outdoor planters. Can we offer them to the Stockey Centre? Susan will ask April.

Correspondence

An email was received from Todd Young from Toronto, Ontario. He wanted to let the board know how much he enjoys viewing Parry Sound through the webcam.

The Mary Street Centre submitted a letter asking for their Community Kitchens program to be considered as a recipient of our fundraising meter initiative. Susan will create a policy for this initiative for the next board meeting. We will start collecting for a number of groups over a period of time so that everyone gets the benefit of the busy summer season.

Previous Business

- a) DBA Code of Conduct
 - Susan will redo for next Board meeting. It should be shorter and more to the point.

New Business

- a) Town of Parry Sound Code of Conduct
 - Each board member must read this before the next board meeting. Rebecca Johnson, Town Clerk, will come to the March board meeting to answer any questions and to have each board member (new and returning) sign an acknowledgement form. Susan will send this out with the minutes.
- b) DBA's Policies & Procedures
 - To be discussed at the March board meeting. Susan will prepare the document before the meeting.
- c) Thank you to Previous Board Members
 - Daryl McMurray and Cathy Downing will be sent cards thanking them for their service on the DBA Board.
- d) Thank you to Volunteer Bookkeeper
 - We will give Angel McMurray a thank you card and \$100 downtown dollars to thank her for her bookkeeping services
- e) Summer Market
 - The Chamber of Commerce organized a meeting with various community members to discuss potential activities at the waterfront for the upcoming summer season. There were lots of ideas including; a craft and food market, an information table to draw people up into the downtown, and having rickshaws or golf carts running between the town dock and downtown.
 - There was a discussion on how to interface more with the cruise ship passengers. Very few of them actually shop downtown.
 - Seanon suggested bringing in the Killbear staff for an evening to educate them on what Parry Sound has to offer.

- Susan will stay in touch with Christy to see if this initiative goes any further.
- f) Digital Main Streets Squad Grant
- There is a grant available through OBIAA for a Digital Service Squad. Digital Service Squads are digital technology specialists in an area or region of Ontario who will deliver one-on-one assistance to small main street businesses. The squads will provide assessments, consulting and advice to small main street businesses on how they can adopt digital technologies to help them promote, sell and manage their businesses more effectively. The grant is for \$10,000 and can be used for equipment costs, staff costs and print marketing material.

Reports

- a) Administrator- Susan Hrycyna. A detailed report is on file.
- b) Events – Susan Hrycyna. A detailed report is on file.
- The date for the GB Craft Fair changed to July 27th due to a conflict with Art in the Park on July 20th.
 - There was a discussion about sending out surveys to members after an event to gather statistics. This will help to determine if events are worth continuing. Susan will also let the members know how important these surveys are.
- c) Financial – David Coles. A detailed financial report is on file.
- “Motion to accept the financial statements as presented”
- Moved by: Dan DiNicolo Seconded by: Seanon Megyesi Carried
- The new signing authorities will be David Coles, Chair, Amy Black, Vice-Chair, Karen Hobson, Treasurer, and Susan Hrycyna, Executive Administrator.
 - Downtown Revitalization Budget
 - Gel Creative will come to the March Board meeting. After that meeting a Marketing Committee will be formed and decisions will be made on how to use the \$10,000 Revitalization money for implementing the Marketing Plan.
 - The DBA’s Vision Statement was also discussed.
 - 2019 Budget
 - There will be a Special Meeting to discuss the 2019 budget on February 27th at 6:30pm.
- d) Council – No report

Next Meeting

The next meeting will take place on March 13th, 2019

“Motion to adjourn the meeting was made at 9:02pm “

Moved by: Dan DiNicolo

Seconded by: Seanon Megyesi

Carried

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