



# MINUTES

Parry Sound Downtown Business Association

April 17, 2019

Meeting called to order by David Coles at 6:34pm

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## In Attendance

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

Presenters: Tom & Shannon from Gel Creative

Guests: Vanessa & Josh Morden, Alicia Mullen

Regrets: Susan Hrycyna

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## Approval of Agenda

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“Motion to approve the agenda of the April 17, 2019 DBA Board of Directors Meeting”

Moved by: Sue Sullivan

Seconded by: Amy Black

Carried

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## Marketing Presentation

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- Shannon and Tom from Gel Creative presented ideas of their work with other DBA's including their work with OBIAA such as building OBIAA's new website.
- They discussed their focuses on digital strategy, web & print design, holistic and integrated project sourcing and branding; Gel made the following points:
  - Can scale to our budget for our website and are suggesting a complete overhaul as opposed to a rebuild like they have done in the past with other clients.
  - All about authenticity and trust. They are happy to work with local specialists within our area to keep as much of the work local if it makes sense to all involved.
  - Has client references available if the board chooses to contact them.
  - Suggested separate URL's were suggested for our different events such as the PSGW.
  - These separate URL's are also important for stakeholder engagement. For example, a landing page with important information for interested parties or council members when trying to get a subject addressed with town council.

- Emphasized the directory is a heavy traffic page and can be a powerful tool, especially for members that can't afford a website. It adds value to our DBA members.
- Stressed that DBA events need to have consistent branding. Our events are our assets. An example was of Alliston's food truck rally.
- Excited about a strategic action map for the year and can provide us with a visual aid to assist with meetings and presentations.
- It's mentioned that the separate events that will attract certain people.
- Emphasized social media calendars are very important when it comes to researching traffic, hashtag research, etc. A style guide for social media will be provided which will also include a grammatical guide. The expression of the brand must come through and making sure the quality of the content we post contains meaningful content.

#### Questions & Discussions with Gel:

- Gel would store all the back-up files necessary to our project.
- Monthly reporting on analytics with web traffic and key insights, social referrals, etc.
- Gel will help look at how the limited audience to represent as friendly partners
- Questions came up in regard to "wildly civilized" and it was strongly communicated that it doesn't make sense to some, yet it was stated that it depends how it was communicated to people bringing it back to everyone being on the same page.
- A question arose about tag lines and if they work. Yes, they work if the brand is strong enough to support it.
- Conversation explained how wildly civilized came about
- Gel mentioned we have so much going for us so don't complicate with words that miss the mark.
- Question about event audit: Gel has ideas on how to measure the events if we need help. After the event audit it will be clearer without emotion, of what should stay and not.
- Gel mentioned we should be tagging with Festival of the Sound and the Chamber, etc.
- Question regarding the budget: how much would we be spending approx. on media for the year? Recommended free press, boosted Facebook posts, recommending more marketing instead of advertising.
- Info on the event audit has been requested by Gel to see where the DBA currently sits on this issue and moving forward Gel will assess and send us an event audit form later.
- Gel Creative left at 8:11pm

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## Marketing Budget Discussion

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- Josh mentioned that it was nice to have the professionals we are working with know the area as they have a cottage here.
- Concerns: Gel is a great company to go with but there is confusion as what we are agreeing to. It was finally agreed upon that we will move forward with Gel and work on the timeline and budget in pieces as it is a process. Priority is website.
- Discussions around: should we start again? How to make everything cohesive so that the website is our branding. Drop wildly civilized. Should we be incorporating more of the history of downtown Parry Sound?
- Roger mentioned that working with Gel will be a process.
- The board is asking Susan to contact Gel on our behalf and letting them know we would like to move forward.

### **Resolution 19-08**

“Motion to approve the awarding the execution of the marketing plan to Gel Creative.”

Moved by: Dan DiNicolo

Seconded by: Sue Sullivan

Carried

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## Marketing Committee

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- Vanessa approached the board in regard to becoming a member of the marketing committee.
- Dan would like to be on the committee but not act as chair.
- Seanon agreed to chair the committee and his wife may also join the committee as she works in the marketing industry.
- Amy withdrew her original request to join the committee as she felt the group that we had could offer more
- The board agrees that sending out a newsletter to invite members to join the marketing committee. Only spots for 1-2 more people max.
- Seanon to mention at the AGM looking for 2 more committee members.
- To be the focus of the committee: let our members know what the DBA’s focus, come up with a new logo based on that vision statement. The committee to give Gel the direction of the website.

### **Resolution 19-09**

“Motion to approve the agenda of the April 17, 2019 MARKETING COMMITTEE

Moved by: Thomas Clarke

Seconded by: Sue Sullivan

Carried

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## Next Meeting

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The next meeting will take place on May 15, 2019

“Motion to adjourn the meeting was made at 8:57pm “

Moved by: Sue Sullivan

Seconded by: Karen Hobson

Carried

Minutes of the meeting were recorded by: Tanis Mack, Secretary