



MINUTES

Parry Sound Downtown Business Association

May 15th, 2019

Meeting called to order by David Coles at 6:29pm

In Attendance

Board Members: David Coles, Councilor Roger Burden, Karen Hobson, Amy Black, Tanis Mack, Thomas Clark, Dan DiNicolo, Seanon Megyesi

Staff: Susan Hrycyna

Guest: Jenn Sutkowski

Regrets: Sue Sullivan, Bernice Anderson

Approval of Agenda

“Motion to approve the agenda of the May 15th, 2019 DBA Board of Directors Meeting with the following additions:

- Plastic Free Parry Sound
- Traffic Lights”

Moved by: Dan DiNicolo

Seconded by: Seanon Megyesi

Carried

Declaration of Pecuniary Interest

Amy and Tanis did not declare a pecuniary interest at the beginning of the meeting because they did not know that an item, they had a conflict with, would be discussed. When the discussion about the Beautification report began and the recommendation to purchase planters by the Beautification Committee brought up, they immediately left the room because Pardon My Garden had submitted a quote for planters.

Guest Speaker – Jenn Sutkowski, Saturday Farmer’s Market

Jenn and her mother Vicky are organizing a Farmer’s Market that will be held in the Town parking lot at the waterfront. It will be held every Saturday from 9am-2pm from June 22nd to August 31st, and there will also be a special market day on July 1st from 9am-4pm. The application deadline for vendors was May 15th and there had been a good response. Ideally,

Previous Business

a) DBA Code of Conduct

Resolution 19-10

“Motion to accept the DBA Code of Conduct as presented”

Moved by: Karen Hobson

Seconded by: Tanis Mack

Carried

New Business

a) DBA Draft Craft & Food Vendor Policy

- This policy will help Susan reply to requests from vendors. If the vendor meets the criteria outlined in the policy Susan has the authority to accept them. If a vendor does not meet the criteria Susan will send the vendor’s application to the Events Committee for a final decision.
- Susan will amend the draft policy with the following points:
 - All items sold by craft vendors must be handmade
 - The vendor must sign that they have proper vendor insurance
 - Susan will refer to the Parry Sound Summer Market’s application form for proper wording
- There will be a deadline for applications of two weeks before the event. If there is still room after the deadline, we can advertise that we have “X” number of spots left.

Resolution 19-11

“Motion to approve the DBA Craft & Food Vendor Policy with the amendments as discussed”

Moved by: Tanis Mack

Seconded by: Dan DiNicolo

Carried

b) Governance Training

- Canadore College is offering Governance Training on June 11. The cost is \$65 per person and the DBA will pay for any board member who wants to go. Amy, Tanis and Seanon are interested. Susan will ask Bernice.

c) Seguin Sam Board

- This was painted for the DBA two years ago. It has been at the museum since it was complete. It could be used as a great marketing tool; however, it needs a story and Seguin Sam’s name to go with it.

d) Ann Daleman

- Ann passed away last week. She was a previous chair and huge supporter of the DBA and the downtown.

Resolution 19-12

“Motion to make a donation of \$100 to the Heart and Stroke Foundation on behalf of Ann Daleman in appreciation of her years of dedication and service towards making downtown Parry Sound better”

Moved by: Karen Hobson

Seconded by: Dan DiNicolo

Carried

e) Plastic Free Parry Sound

- Plastic Free Parry Sound is a very driven group. They are working to get businesses to stop using single use plastics.

Resolution 19-13

“Motion for the DBA to make a commitment to not purchase any promotional items made of plastic”

Moved by: Dan DiNicolo

Seconded by: Amy Black

Carried

f) Traffic Lights

- Thomas is concerned for people who are trying to cross at the intersection of James and Seguin because the walk sign only comes on if you push the button. It was clarified that this only happens when you are crossing Seguin.
- This problem has been discussed at 8-80 Cities Committee meetings. Susan will ask Peter what the status is.

Reports

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

- Susan submitted a full report from the OBIAA Conference. She passed on information about Roger Brooks’ website – Destination Development Association. In 2019 membership is free. This is a great resource with printed guides and on-demand videos. www.destinationdevelopment.org/cpages/home
- Dates are set for all three Digital Marketing Workshops offered by OBIAA and Camp Tech. Susan will send out an email to members with links to registration. There will be a cut off date and after that date registration will be offered to Chamber members and then any other Parry Sound businesses.
- The Fundraising Meters raised \$128 for the Splash Pad. The DBA will hold onto this money until there is confirmation a Splash Pad will be built.

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

- Amy gave a report from the Events Committee meeting. Draft minutes from the May 13th meeting are on file.

- The Events Committee feels that have high quality entertainment at the GB Craft Fair will provide good value and will help draw more people to the event.

Resolution 19-14

“Motion to move \$500 from Events/Other to Events/Georgian Bay Craft Fair in order to hire The Fire Guy at a cost of \$1,000”

Moved by: Amy Black Seconded by: Karen Hobson Carried

- The Events Committee discussed making the Craft Fair part of a bigger festival event for next year.
- License plates for the Car Show will be ordered with no tag line
- A Save the Date postcard listing all events will be discussed with the Marketing Committee
- Facebook events have been created for the Craft Fair and Car Show. We need to create more interest for them.
- Amy is meeting with Chris at Trestle Brewery to talk about the Parry Sound Girlfriends’ weekend.

c) Beautification – Susan Hrycyna. A detailed report is on file.

- Draft minutes from the April 23rd committee meeting are on file.
- Amy and Tanis left the room for the discussion about ordering planters

Resolution 19-15

“Motion to accept the quote from Pardon My Garden for planters for the downtown businesses at a cost of \$145 per planter including shipping”

Moved by: Seanon Megyesi Seconded by: Karen Hobson Carried

- The deadline for the Town’s Façade Improvement Program is May 17th
- We received \$1992 for the MAP Grant. This will be used for Christmas decorations. Dan requested a policy be created outlining when Christmas decorations go up and come down. Recommendations could also be made to businesses.

d) Marketing – Seanon Megyesi

- Draft minutes from the May 2nd committee meeting are on file.
- The committee had its first meeting. Their directives are 1) Revamp logo, 2) Determine tag line, and 3) Development of website. The vision for the committee is the rich history of our area.
- A direction for a new website will be what to do around town. This website should be a single point of reference for visitors. Saugeen Shores website has a trip planner that is a good reference.
- The old logo will be revamped to make it more modern
- Gel will be asked to start working on an Event Audit
- The On This Spot app was discussed. Susan will find out how much it would cost to add more information to the app. She will also find out about sponsorship opportunities.

- e) Financial – Karen Hobson.
- There were no financial statements available
 - The DBA’s budget will go before Council next Tuesday. Susan and Karen will go to answer questions.
- f) Council – Roger Burden
- Council received a letter from OBIAA congratulating the DBA on the award they received at the OBIAA Conference
- g) Chamber Report – Thomas Clark
- The Chamber has a new Strategic Plan. Many chambers focus on lobbying, whereas Parry Sound’s Chamber is focusing on the businesses
 - The Business Centre is now in the Chamber’s office
 - Karen asked for clarification on what to do if people ask for the Chamber. Should she send them there or to the Visitor’s Centre. Dan said to send them to the Chamber if it is before 5pm.
 - Planning has begun for the End of Season Celebration Cruise on the Island Queen on September 27th. The awards will be handed out on the cruise this year as there will be no gala.

In-Camera Meeting

Resolution 19-16

“Motion to go into an In-Camera meeting to discuss the Executive Administrator’s Contract”

Moved by: Thomas Clark

Seconded by: Dan DiNicolo

Carried

Next Meeting

The next meeting will take place on June 12th, 2019 at 6:30pm

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