



DOWNTOWN  
PARRY SOUND

# MINUTES

Parry Sound Downtown Business Association

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June 12<sup>th</sup>, 2019

Meeting called to order by David Coles at 6:30pm

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## In Attendance

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Board Members: David Coles, Councilor Roger Burden, Karen Hobson, Amy Black, Tanis Mack, Bernice Anderson, Sue Sullivan

Staff: Susan Hrycyna

Regrets: Dan DiNicolo, Seanon Megyesi

Absent: Thomas Clark

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## Approval of Agenda

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“Motion to approve the agenda of the June 12<sup>th</sup>, 2019 DBA Board of Directors Meeting”

Moved by: Karen Hobson

Seconded by: Tanis Mack

Carried

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## Approval of Minutes

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“Motion to approve the minutes from the May 15<sup>th</sup>, 2019 DBA Board of Directors meeting”

Moved by: Sue Sullivan

Seconded by: Karen Hobson

Carried

“Motion to approve the minutes from the May 22<sup>nd</sup>, 2019 DBA Board of Directors meeting”

Moved by: Tanis Mack

Seconded by: Roger Burden

Carried

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## Correspondence

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The DBA received an invitation from Scott Allen, Salvation Army, to the dedication ceremony for their new Community Response Unit. It will be held at the Salvation Army on Sunday June 16<sup>th</sup> at 12:30pm.

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## Previous Business

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a) Walk Signals

- Susan asked Peter Brown (Public Works) if there were any plans to adjust the traffic light/walk signals at James & Seguin. Currently, if you want to cross Seguin

Street, you must push the button for the walk signal to appear. Peter said there are no plans at this time to make any adjustments.

- The board feels this is a safety issue. Susan will write a letter to Peter and Council asking for a review of the signals.

b) Craft Vendor Policy

- Susan drafted a Craft Vendor application form instead of changing the policy
- The board feels a policy outlining who is eligible to participate is important to go along with the application form
- Community groups will be allowed to participate, however they cannot sell anything or fundraise, but can promote their group. It will be clarified who qualifies as a community group

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## New Business

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a) Downtown Safety

- There was a discussion about some of the issues the downtown is currently facing including drinking, drug use, loitering, profanity, shoplifting and a general lack of safety. White squall has a lot of people loitering on their bench and new customers are avoiding going into the store.
- There was a general feeling that Mayor Jamie McGarvey and Council do not understand what is going on and how this is hurting downtown.
- The DBA is currently working hard to enhance the beauty of downtown with the hope it will attract more people. What can be done to address these issues – more bylaw enforcement, more police presence, form an Action Committee?
- Susan will invite Mayor, Councilors and the new OPP Staff Sergeant to the next board meeting for further discussion. We will start with a walk around the downtown.
- April McNamara suggested the Wi-Fi be turned off in Market Square Park to help reduce the amount of loitering
- Anyone who witnesses a negative occurrence should send a letter to the DBA
- Susan will draft a letter and send it to David for review

b) Strategic Plan Update

- Susan prepared a spreadsheet outlining all the Priorities from the Strategic Plan. These should be reviewed on a regular basis to make sure the correct priorities are being worked on.
- Everyone to review for discussion at the next meeting

c) Downtown Loading Zones

- There are currently seven loading zones on James Street between Seguin and Mary. Some of the loading zones are in front of fire hydrants which is not permitted.



c) Beautification – Detailed report on file

- 75% of the new planters have been planted. Susan will contact businesses who haven't planted theirs
- The planters for the parkettes are being installed June 13<sup>th</sup>
- We need to come up with a plan to keep the parkettes clean
- Susan is going to connect with Peter Brown to see if we have a dedicated employee to the downtown for cleaning and maintenance
- Blade signs: The Beautification Committee has prioritized how the revitalization money will be spent for this initiative. The first three phases will concentrate on James between Seguin and Mary. The first phase is businesses who have large metal overhanging sign. The second phase is businesses who don't have a blade sign. The third is businesses who want to replace an existing blade sign. It will then be offered to the remaining DBA members
- Fran from Aqua Graphics has priced out the signs at \$650/sign plus a bracket plus installation. Susan is looking to source out another sign supplier and have Fran do the design work

d) Marketing – Detailed report on file

- The Marketing Committee recommended the line item for \$2,500 in the budget under Marketing & Promotion entitled "Social Media Marketing" be changed to "Other". They feel this is too much for just Social Media and some of it could be used for other marketing initiatives.
  - The committee booked a 1/3-page ad in the July issue of Parry Sound Life at a cost of \$475. The deadline for this ad was June 10<sup>th</sup>. This ad promotes our summer events. There will be 10,000 copies printed and distributed in the Path in downtown Toronto as well as the Barrie Travel Centre. Gel designed the ad. There was a small mistake – Girlfriends' Weekend was called Womens' Weekend. The Marketing Committee approved the ad by email due to the time constraints.
  - The committee is also planning to place an ad for the PSGW in the September edition
- Susan received two proposals from Gel Creative. These proposals were received one hour before the board meeting so there was no time for board members or the Marketing Committee to review.
  1. A proposal for the new website was received. There was a question about the cost. When we met with Gel some members recall Gel saying \$6,000 was a sufficient budget, while others recall being told \$6,000 was a very basic website and not enough to produce what we are looking for.
  2. A Marketing Budget proposal was received.

- The Marketing Committee will review the proposals at their next meeting and make a recommendation to the board

**Resolution 19-18**

“Motion to purchase 500 stainless steel straws to use for promotional giveaways during DBA events”

Moved by: Karen Hobson                      Seconded by: Tanis Mack                      Carried

e) Financials

- GIC Renewal

- The current GIC in the amount of \$10,463.11 is up for renewal. It was decided to not reinvest it at this time.

“Motion to accept the financial report as presented”

Moved by: Sue Sullivan                      Seconded by: Bernice Anderson                      Carried

f) Chamber Report – Not available

g) Council Report – Roger Burden

- Nothing to report
- Roger agreed to let Council know about the downtown issues as discussed earlier

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Next Meeting

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The next meeting will take place on July 10<sup>th</sup>, 2019 at 6:30pm. Susan will see who is available

“Motion to adjourn the meeting was made at 8:17pm “

Moved by: Sue Sullivan                      Seconded by: Roger Burden                      Carried

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