

***Downtown Parry Sound Business Association  
Board of Management  
Minutes of April 14<sup>th</sup>, 2011  
Georgian Bay Software  
42 Gibson St.***

Present: Daryl McMurray, Dan McCauley, Perry Harris, Shirlene Johnston, Anne Bossart

Participation via Telephone conference : Lis McWalter

Regrets: Angelika Distler

Administrator: Heather Steele

- 1) Call to order: Chaired by Daryl McMurray 6:15 PM
- 2) Approval of the Agenda for April 14<sup>th</sup>, 2011  
That the Agenda for April 14<sup>th</sup>, 2011 be approved as presented  
Moved by Dan McCauley  
Seconded by Perry Harris  
Carried.
- 3) Approval of the Minutes for February 10<sup>th</sup>, 2011  
That the Minutes for February 10<sup>th</sup>, 2011 be approved as presented  
Moved by Shirlene Johnston  
Seconded by Dan McCauley  
Carried.
- 4) CORRESPONDENCE
  - A) Town Strategic Plan, public meeting of March 29<sup>th</sup>, 2011 was the 2<sup>nd</sup> part of the planning process and attended by Heather Steele as the Administrator for the DBA. The first part occurred March 27<sup>th</sup>, 2010 and was attended by then Director Karen Hobson and Heather. As the Downtown is such a large part of the area, any changes to the Town Strategic Plan could have a great effect. The Town has placed on their Website a report on the March 27<sup>th</sup>, 2010 and drafts for the Official Plan Review and Eastern Georgian Bay Harmonized Plan. The DBA encourages all the members to look at these documents and respond to the Town or the DBA on any concerns or thoughts. ***Downtown Worth Taking Care Of.***

- B) Letter received from Nancy Little owner of Artistic Endeavours requesting Anne Bossart be appointed as her voting representative on the Board.

**MOTION:** That Anne Bossart's name is forwarded to Council for approval to be Appointed to the Downtown Parry Sound Business Association as a Director representing Nancy Little owner of Artistic Endeavours.  
Moved by Shirlene Johnston  
Seconded by Perry Harris  
Carried.

- C) Town Pitch-In Week is April 18<sup>th</sup>, - 24<sup>th</sup>, 2011. With the hope that we have no more Snow on the horizon, the plan is for the community to come together for the beginning of the season and clean up. The goal is to pick up winter garbage, sweep and identify any repairs needed. We encourage you to take 20 Minutes April 21<sup>st</sup>, 2011 show your customers you care. In turn, you will receive from the Town a Certificate of Participation to display in your business. Contact the Town for details and supplies. *Downtown Worth Taking Care of.*
- D) Festival of the Sound Newsletter: Season 32 starts July 15<sup>th</sup>, 2011, Check out their new Website [www.festivalofthesound.ca](http://www.festivalofthesound.ca) or call 705 746 2410
- E) Volunteer Appreciation: "Fantasy Price is Right" April 27<sup>th</sup>, 2011 Charles W Stockey Centre Social 6:30 PM Starts 7 PM. This Annual event sponsored by the Town, THANKS all those who take the time to volunteer though out the year. No organization, event, or project can work without VOLUNTEERS. The Town acknowledges the importance of volunteers and would like to "Thank" them. RSVP to April MacNamara by April 25<sup>th</sup> 2011 – 705 746 2101 or email [april@townofparrysound.com](mailto:april@townofparrysound.com)
- F) Washrooms on Seguin St. will be closed April 25<sup>th</sup>, to 20<sup>th</sup>, 2011 for renovations. The Town received a Federal grant from "Human Resources and Skills Development Canada enabling Accessibility fund Small Project Program" for the conversion of the 2 public washrooms to 2 accessible universal rooms. The DBA Administrator will notify Lill's, ScotiaBank, CIBC and Mad Hatter requesting their assistance if possible, by making their washrooms available to use by customers and non-customers during that week.
- 5) Committees and Champion Review- Tabled until May 12<sup>th</sup>, meeting
- 6) Action register reviewed – to be updated and sent to Directors

- 7) Chamber update: Perry reported the Chamber Gala April 16, 2011 was sold out.

The new web site updates are almost completed and the changes will make it easier to navigate and also there has been an addition of a member's only section.

Accessibility seminar May 4<sup>th</sup>, as of today only 8 have registered. Sponsored by the Chamber, Town and DBA . The information being presented is vital to everyone who deals with the Public. Over the next couple of weeks there will be further communication and promotion of this event to ensure as many people as possible attend. The DBA administrator will send an email to the membership to help promote the event and will also distribute a flyer to the members.

All Candidates Meeting: April 19<sup>th</sup>, 2011 Charles W. Stockey Centre  
7 PM

- 8) EVENTS: Shirlene as the Event Champion, updated the Board on the 2011 events

- 1) **SPRING SIDEWALK SALE:** May 21<sup>st</sup>, 2011 - 9 AM – 5 PM  
All members are invited to take part. If requested a spot on the James St. sidewalk will be available for members who are located on other DT streets. The DBA will be selling popcorn. An information flyer for the members will be prepared and hand delivered. Shirlene will coordinate the preparation of information and delivery with the help of the DBA Administrator. Directors requested that the report after the event include the number of members who took part. This will help determine the cost to participation ratio for future consideration of this event.
- 2) **Breakfast TV** – coming May 20<sup>th</sup>, 2011 at the Docks 6 - 9 AM. If the schedule permits they will be touring our DT. Shirlene requested if possible for this event and the sidewalk sale, that the DT flowers be completed. Also the DBA will sponsor a StoreFront Beautification Contest Prize for the best First place will receive \$300.00 second place \$150.00 and third \$50.00. In addition the DBA will advertise all entries in the paper. Shirlene with assistance from the administrator will inform members by email and handouts on the 'Theme, date to register, judging date' and other required information. Board Directors will be notified of judging schedule.

- 3) **Carnival in Market Square** August 13<sup>th</sup>, 2011 noon to 4 PM  
To compliment this event and bring the participants into the DT, James St. from Seguin to Mary will be closed. Events not limited to but to include, fashion show, music, food. Further details to follow.
- 4) **WEDNESDAY NIGHT CONCERTS:** July and August. We are currently receiving interests and booking repeat performers and new ones. Interested parties can contact the office and the information will be forwarded to Shirlene. Shirlene to email April McNarmara to confirm Town participation. April as the Town representative then contacts the Chamber for the use of the Bandstand.
- 9) Welcome Packages: tabled until the Marketing committee and Champion is confirmed. This item will fall under this committee.
- 10) Beautification:
  - A) **Flowers:** quote received from Community Living  
  
**MOTION:** to accept the quote of \$3,249.25 from Community Living for the planting, watering, maintenance and removal of the 20 planters and crib on Miller St. for the 2011 season.  
Moved by Perry Harris  
Seconded by Dan McCauley  
Carried.  
  
Anne Bossart will be the DBA Champion for this project. She will contact Rick Harrington of Community Living to make arrangements to proceed. Selection of the plants, other materials required and the place of purchase will be at Anne's discretion. It was noted in previous years the Board has dealt with the Tent for their excellent service, product, price and advice. Anne will work closely with Phil Vincent Town Operations on arrangements to deliver the planted containers to the selected locations in our DT. Planters to be completed and place in the DT by May 16<sup>th</sup>, 2011. Anne will take responsibility for planting the barrels at the Kiosk.
  - B) **Banners:** the snowflake banners have been taken down and approx. 59 white vinyl DT banners put up. Thank you to the PUC for all their assistance to the Downtown. Beautification Committee to review options and cost for banners for 2012.

C) **Light Sprays:** the two damaged units are at PUC and will be picked up by Dan / Daryl and brought to Georgian Bay Software for packaging and shipping back. It has been noted that more lights are failing on other units. At the May meeting this problem will be discussed for actions required. The units are guaranteed but the lights are not. The product (lights) placement on the units were completed by Classic Displays. The goal is to understand why so many lights are failing and determine appropriate action. The sprays were put up in November 2010. Problems started in January 2011

D) **Jukes Lane:** the cleanup has been completed and the damaged units removed for repair and will be back in place by April 19<sup>th</sup>, 2011.

Kevin owner of Quik Cash, and whose building the information centre is attached to has requested the Board consider making him Champion of this project. He would update flyers being placed in the units, keep the units cleaned and repaired. The DBA administrator would monitor and work closely with Kevin on changes suggested to the centre. Board has tabled this for discussion at the next meeting.

11) Web site: updates tabled to next meeting. Daryl will meet with the Administrator on April 16<sup>th</sup>, 2011 regarding the Administrator's requirements. A strategy to include social media application will be developed.

12) Tear off maps have been ordered. On receipt, these maps will be available to members and non-members. Interested parties to contact the office 705 746 6426

13) Council update: Dan reported the original date for the Town to move back to Seguin St building has been delayed. Construction is moving along quickly, delays were due to repairs required for work completed by the first construction contractor. Once the date is confirmed the members will be notified.

Possible office space at the Town building for the DBA is still under review. Terms, conditions, payment options will be presented by the Town for the DBA consideration at a later date.

14) DBA Membership Survey: The date for DBA Director review the preliminary survey finding has been set for May 5<sup>th</sup>, 2011 – 6 PM. Lis will send the summary report to the Directors prior to the meeting. The plan is to present the summary report at the AGM.

- 15) AGM: June 2<sup>nd</sup>, 2011. The BOCC has been booked. Remaining details to be confirmed at the May 12<sup>th</sup>, 2011 meeting. It was noted at the last AGM, members who attended requested the Audit report and budget be made available prior to the meeting. On formal acceptance of the Audit and 2011 Budget by the Directors, both documents will be made available by request prior to the AGM. The 2011 budget will be forwarded to the Directors prior to the May 12<sup>th</sup>, 2011 meeting. As 2010 treasurer and signing officer Heather Steele and Shirley Crocker have signed off on the 2010 Audit report. This will be presented for Board acceptance May 12<sup>th</sup>, 2011.
- 16) Ontario Business Improvement Area Association: The Parry Sound DBA is a member of this association, however, is not currently listed in the directory. Lis requested that we validate our membership and obtain the password to ensure we can access the information. Administrator will forward the member's password to Lis on receipt. Due to the timing of the annual OBIAA conference the passwords have been delayed.
- 17) Bicycle Rack: The Town has purchased a new bike rack and requested the DBA input for the best location in the DT. The DBA is requesting that we do not eliminate a parking spot to accommodate this rack. The Town Operations suggested location (corner of Mary & James behind the Post Office Boxes). While this is a good spot, the Board indicated their preference for using the location used in previous years in the James St. parking lot. On approval of content by the Chair the Administrator will email Town Operations with the DBA recommendations. Pros and Cons to the location options to be noted in the email.
- 18) Summer Student: Lis reported that in speaking with Lynn Middaugh, the DBA has the option to apply for a summer student under the current program. We have proceeded with this application and upon approval; the Board will address the job criteria, job responsibilities, advertising and appoint two Directors to complete interviews.
- 00) Adjournment  
Moved by Perry Harris  
Seconded by Shirlene Johnston  
Carried 8:35 PM

**\*\*\*NEXT MEETING \*\*\* MAY 12<sup>TH</sup>, 2011\*\*\***

GEORGIAN BAY SOFTWARE - 42 GIBSON ST. – REAR ENTERANCE - 6:00 PM

705 746 6426

[downtown@psdba.ca](mailto:downtown@psdba.ca)

[www.psdba.ca](http://www.psdba.ca)

**\*\* ANNUAL GENERAL MEETING\*\* JUNE 2<sup>ND</sup>, 2011\*\*\* BOCC - 5:30 PM \*\***