

***Downtown Parry Sound Business Association
Board of Management
Minutes of
Georgian Bay Software
42 Gibson St.***

Present: Lis McWalter, Daryl McMurray, Perry Harris, Claire Anderson, Angelika Distler

Regrets: Dan McCauley, Shirlene Johnston

Administrator: Susan Hrycyna

- 1) Call to Order: 6:05 PM
- 2) **Resolution 12-16**
The Agenda for May 10th, 2012 is approved with the addition of:
 - AGM
 - Budget ReviewMoved by: Daryl McMurray Seconded by: Claire Anderson Carried
- 3) **Resolution 12-17**
Approval of the Minutes from March 8th, 2012
Moved by: Perry Harris Seconded by: Angelika Distler Carried
- 4) **Resolution 12-18**
Approval of the Minutes from March 22nd, 2012
Moved by: Daryl McMurray Seconded by: Claire Anderson Carried
- 5) **Resolution 12-19**
Approval of the Minutes from March 8th, 2012 in Camera Meeting
Moved by: Perry Harris Seconded by: Angelika Distler Carried
- 6) Correspondence
 - An e-mail was received from Bill Spinney with regards to our CBDC LIP Grant Application. On April 18th our LIP Grant requesting funds to buy a sound system was approved. The CBDC Board felt \$2500 would not buy an adequate sound system therefore our grant was increased to \$5000. In return they have asked that the DBA make any system we acquire available to other organizations either on a “loan” basis or for a rental fee.
 - Shawna McGill, head coach of the Georgian Jumpers Competitive Jump Rope Team, has asked to borrow our popcorn machine on July 1st. The team will be set up on the main street selling popcorn. The board approved this request.
 - Erin Snider from WPSHC asked if we would approach our membership about offering a discount for nurses during Nurse’s Week May 7-13. Susan sent an e-mail out to the membership and had 9 businesses respond with some great offers.
 - The Stockey Centre is going to start showing second run movies one night a month. Lynn Middaugh has asked if they could rent our popcorn machine on those nights. The board approved this request and Lis will follow up with Lynn.
 - Anna Marie from GBC sent the board an e-mail regarding the DBA’s \$500 contribution towards Doors Open Parry Sound. Anna Marie received a LIP Grant to cover the cost of printing a map for the event and therefore will not need our money. It was decided the money allotted in the budget for this will be left in the budget and used for another opportunity to partner with GBC later on in the year.
 - Mary Anne Gilbert from the PS B&B Association sent an e-mail saying they were starting to repaint the information kiosk. Everyone has seen it and commented on how good it looks. They painted it red with yellow trim. Gray’s Paint donated the paint and a thank you will be sent to them.

- David Brunatti sent an e-mail regarding the awning on the information kiosk. He has offered to remove the awning, clean it, install new graphics and reinstall it on the building for no charge. A thank you will be sent to him.
 - Shanna Denis from Rainbow Country Travel Association sent an e-mail to let us know they will be distributing brochures at various information centres on May 25th. Our brochure will not be ready in time but there is a 2nd drop off that is done in the middle of June.
 - Peter Brown was able to purchase 70 hanging baskets for the downtown. The board feels some of the baskets should be placed outside of the DBA boundaries (specifically at the entrance to Parry Sound off the highways) as a goodwill gesture and will work with Peter to select the locations for the baskets
 - Miranda Gilbert sent an e-mail suggesting we run a promotion through Facebook for our downtown dollars. When people are purchasing downtown dollars if they mention they saw the promotion on Facebook their name could be entered into a draw. Lis will be meeting with Miranda on Friday and she will discuss this in more depth. There are rules on FB regarding contests that need to be looked into.
- 7) Administrator's Report – Presented by Susan Hrycyna. Detailed Report on file. Below are items from the report that were discussed by the board
- A discussion was held about the new program Susan is a part of called “Club Class”. She pointed out what a fantastic group this is. They are sharing information about trends, businesses are working together to form partnerships to offer to their customers and right now they are working on putting together a coupon book. Susan has sent information about this class out to the membership a number of times, unfortunately no one from the DBA have joined.
- 8) Action Register
- This was discussed and Susan will update.
- 9) Treasurer's Report – Presented by Angelika Distler.
- Perry and Angelika will settle up the intern fees now that Perry has Miranda's last payroll statement.
- 10) Marketing & Promotions report – Presented by Claire Anderson
- Claire had three quotes for DBA window clings. There was a discussion about what type of window cling we should buy. Vinyl window clings tend to fall off, especially if they are in direct sunlight. It was decided we would go with a stick on type that is more permanent.
 - Susan and Claire worked with Minute Man to revamp our current map/brochure. It will still have the map on the inside, and details about the DBA on the outside. Instead of putting specific dates on the brochure our website will be listed for more information. The name of our website will be changed to www.downtownparrysound.ca. Susan's e-mail will also be changed to try to eliminate some of the spam e-mails she is receiving.
 - The businesses are putting out their bistro tables. Claire will work on what brochure to put on them.
- 11) Events Report – Presented by Susan Hrycyna in Shirlene's absence.
- Sidewalk/Community Yard Sale that is planned for Saturday May 12th. After several e-mailing the to businesses and placing an ad in the paper opening it up to all PS businesses we had virtually no response. As of today we only have Bev from Soundgrace who wants to set up items from her store and Tim from Easyhome. It was decided we will not close the street for only these two people. There was a discussion held about why we did not get the uptake on this event and what should be done in the future. It was felt there was not enough notice for the businesses. Susan will send out a summary to the Downtown businesses of our planned events and ask them what they will participate in. We should give them a twelve month rolling view of events. Also, we need to start planning things farther in advance including budgets.
 - Bands on the Bay – Only one band is booked to date but have identified others. Susan has some names. We will not spend any money on advertising these events but rather use free community

forums such as the Community Events on MooseFM. Sandwich boards will be purchased and used as well.

- Canada Day – We will need volunteers to help out on the main street. Susan to send an e-mail out to the membership to see if anyone can help out. She will also call the principle about kids who need their volunteer hours in order to graduate.

12) Chamber Report – Presented by Perry Harris. Detailed report on file. Below are items from the report that were discussed by the board

- There is a great article in Lakeland boating. It is a six page spread all about Parry Sound. Go to Lakelandboating.ca to read the article. Perry is looking into whether our wine and cheese night will be a go ahead and when.
- Preston the Intern jointly shared by the Chamber and DBA has started and keen to provide value. He would like to work some hours at the kiosk this summer. He is willing to do some volunteer time for the DBA.
- Chamber memberships hit 371 today, now they are aiming for 400.
- The Great Lakes Cruising reservations are coming in. Reservations are also coming in that are not part of groups. It is very exciting.
- The Town dock will be pushing all boats over to Big Sound where there are more amenities'. The town dock will become an information centre. There will be staff there 9-6 and Friday's 9-8.
- Business after hours next week will be at Chris Cardy's.

13) Chair Report – Presented by Lis McWalter. Detailed report on file. Below are items from the report that were discussed by the board

- Boundary change updates – The town has received 3 letters from property owners on Gibson Street with questions about why the DBA wants to include them in their boundary update. They are concerned about this affecting their property value. Lis will hold a meeting for anyone who has concerns to talk more about what exactly the boundary updates mean and to share the revitalization plan.
- Lis has spoken Helena the Huntsville BIA executive manager. Huntsville has removed all of their downtown parking meters. After significant push back by the residents and downtown businesses in Huntsville to the Town plans to add more pay stations, the town decided they were not going deal with the parking meters and pay stations anymore and asked the BIA to take them on. The BIA said no, so all of the meters and pay stations were removed. They are going to try it for the summer and have come up with some ways to manage it such as notes to put on the cars of business owners explaining that they are hurting their business by tying up a parking spot and enforcement of 3 hour parking for all visitors to the downtown.
- Downtown Revitalization Plan has been put together with the support of many committees. Thank you to Christina Bossart for her creative production support with the use of Adobe Insight which has made it a very professional looking document. Susan will set up a separate meeting on May 30th to go through highlights. Lis would like the board's input and support. A few years ago we tried to get some Fednor money for downtown revitalization and we were denied. Ontario North may have additional Downtown Revitalization grants. Lis has a meeting set up with Larry from Ontario North to see if there is any grant money we can access. We need to focus on using these grants toward technology and economic development in support of the downtown revitalization.

14) New Business

- Susan has made up a flyer outlining the board's new "Adopt a Planter" program for this summer. She will send it out to all of the businesses and then follow up in person after she returns from her vacation.
- Becky from GBBR would like to partner with us on getting banners for the downtown area. She is going to talk to her board about prices etc. We will keep working with her as this would be a good partnership. Susan will talk to Peter about getting the snowflake banners taken down.
- The BOCC is booked for the AGM. Susan will send a hold the date note out to the members. Lis to put together an agenda.

- After another couple of minor adjustments we now have a balanced budget. It was decided that the budget for 2013 should be completed by December 15th, 2012. This year we worked on it too late.

Resolution 12-20

Motion: “Approve the current budget based on the recommended changes to ensure a balanced budget”

Moved by: Daryl McMurray

Seconded by: Claire Anderson

Carried

15) **Resolution 12-21**

The meeting was adjourned at 8:18pm

Moved by: Perry Harris

Seconded by: Daryl McMurray

Carried

Next Meeting: Wednesday May 30th, 2012 – Review of Downtown Revitalization Plan

6:00pm

Georgian Bay Software

Thursday June 7th, 2012 – AGM

6:00pm

BOCC

Minutes Recorded by: Susan Hrycyna

Approved by Chair

Date