



**Downtown Parry Sound Business Association  
Board of Management  
Minutes  
May 12, 2014**

Present: Dan McCauley, Dora Logan, Daryl McMurray, Sue Sullivan, David Coles, Cathy Downing  
Guests: Rob Mens COA, Wendy Dabek, Karen Hobson  
Staff: Susan Hrycyna

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The board meeting of the Parry Sound Downtown Business Association was called to order at 6:31pm by the Acting Chair, Daryl McMurray

Daryl welcomed the new board members, Cathy Downing, David Coles and Sue Sullivan. He also welcomed guests Rob Mens, Wendy Dabek and Karen Hobson.

1) **Resolution 14-31**

“That the agenda for the board of directors meeting on May 12, 2014 is approved with the following amendments:

- Items #10, #11 (g) will be brought forward and discussed after approval of the minutes.
- The following item will be added under Finances: Doors Open Financial Request

Moved by: Dan McCauley                      Seconded by: Dora Logan                      Carried

2) The minutes from the February 3, 2014 In Camera meeting are not available and will be added onto the agenda for the next board meeting.

3) **Resolution 14-32**

“That the minutes from the February 12, 2014 In Camera meeting are approved”

Moved by: Dan McCauley                      Seconded by: Dora Logan                      Carried

4) **Resolution 14-33**

“That the minutes from the April 9, 2014 Board meeting are approved”

Moved by: Dora Logan                      Seconded by: Dan McCauley                      Carried

5) **Resolution 14-34**

“That the minutes from the April 30, 2014 Board meeting are approved”

Moved by: Dora Logan                      Seconded by: Dan McCauley                      Carried

6) Office Space

- The town has an empty office that they have offered for our use. The issue of after-hours access will be addressed by only issuing Susan a key. Whether we will be able to use the council chambers for our board meetings will have to be discussed in further detail at a later date.
- This move will help to further the positive working relationship between the DBA and the town.
- One the contract is drawn up it will go to council for approval.

**Action Item: Susan will look for the existing rental agreement and give a copy to Rob**

7) Finances

- We currently have no treasurer on the board. Rob said that we could make arrangements for town staff to provide accounting services, however the town has recently lost 2 staff and no arrangements could be made until they have hired replacements.
- Daryl will load QuickBooks onto Susan's computer and update it with the information from Angelika's computer.
- Daryl asked if a non-board member could provide accounting services. Rob said a board member would need to have the title of treasurer, but we could have an outside person provide book keeping services. Financial reports would be given to the treasurer to present at board meetings. Angel McMurray has offered to be the book keeper.

8) Consumer Market Study

- The Request for Proposals for a Consumer Market Study has gone out. Lynn Middaugh met with Susan to explain the study and the process. Susan read out the objectives of the study as listed in the RFP. This study is going to be very beneficial for the DBA. Once we have the report we will be able to use it along with our Revitalization Plan to apply for other grants.
- Dan suggested we schedule a board meeting to review the Revitalization Plan and use it to develop a four year strategic plan as to how the board wants to move forward. A subcommittee to bring ideas forward will be formed. This will give us a plan moving forward and we will be able to say "Here is what we are going to do over the next four years." We can present this plan to council and then the town will know in advance what the DBA's plans are. This will help to get the town staff on board, and will help council to buy in to our plans.

**Action Item: Send the Revitalization Plan to new board members.**

9) Georgian Bay Country

- From Dec. 2012 – Dec. 2013 we shared an intern with GBC. The intern's salary had to be paid up front and then the government reimburses you. The DBA paid his salary and then when the reimbursement cheques came in GBC was supposed to immediately pay back the DBA. This did not happen and so far the DBA has only been reimbursed \$3,000. We are owed approximately another \$6,000.
- GBC is now dissolving and they have no money to pay their debts.
- Rob is going to use the town's resources to see if he can help us to get our money.

10) Cleaning up of the downtown

- Dora asked about getting students to help clean up the downtown for volunteer hours. Rob is going to be talking to the high school guidance department about this.

11) Administrator's Report –A detailed report is on file. Items discussed in detail by the board members are listed below.

a) Report Highlights

- Susan asked for feedback on the Easter/Spring bows that were up. Everyone agreed they looked great. Susan would like to buy more next year in order to put one up on every pole on the main street. We lost one bow most likely due to theft.
- John McGown fixed the lock on the kiosk door.
- Moose FM is willing to give away \$25 downtown dollars every Friday afternoon in June through a contest. This will give us good exposure and the money will be given away to people who will then hopefully come downtown to spend it.

b) Correspondence

- The Chamber of Commerce is using a company to make a "Parry Sound \*Opoly" board game. The Chamber is offering spaces on the game for businesses to buy and then their name will be in the square for a cost of \$150. The game will then be sold in some stores. It

was suggested that we see if the money that is used in the game could be Downtown Dollars.

**Action Item: Susan to speak to Perry about the money saying Downtown Dollars.**

- c) Action Plan
  - o The Action Plan was updated
- d) 2014 OBIAA Conference
  - o Susan spoke about the conference and said how beneficial going to it was. The breakout sessions were very informative and she has also developed a very good relationship with the Administrators from Huntsville, Bracebridge and Gravenhurst.
  - o Susan shared some key points including:
    - The number one priority of a BIA should be downtown maintenance. It should be a clean and safe place to attract people. There was a discussion about the police presence. Dan and Susan have both seen some cigarette butt receptacles they feel should be purchased and installed in the downtown. Dan will pass on some brochures he picked up at the OSUM conference.
    - Every BIA should have a Memorandum of Understanding with the town. Susan will be getting a sample from another BIA and suggested that we work toward having one in place.
    - We need an Event Crisis plan. Susan, Dan and Cathy will form a subcommittee to put one together and ask Dave Thompson to review it.
    - There should be a discussion later as to whether or not the Executive Administrator is a contract worker or an employee.
- e) International BIA Conference - Ottawa
  - o This conference will be from September 3-6. The approximate cost will be \$525. If there is money in the budget then Susan will attend.

## 12)Events Report

- Susan will see if there is an empty store that we can store the painted chairs in on the Friday night before the craft fair and then after the craft fair is over for the ones that aren't picked up right away.
- It was suggested we sell bottled water with our logo on it.  
**Action Item: Susan to contact the Wahta water company.**
- Can we have a place where people can get water for their pets?  
**Action Item: Susan to contact Pet Valu to see if they would sponsor something like that**
- David will send Susan information on the contact for the Gun Show to see if we can partner on signs pointing to the downtown area.

## 13)Finances

- a) Budget Discussion
  - o The town's director of finance needs our budget. They need to proceed with their tax bills and this is holding them up. Going forward we have to have it done earlier. For now the levy will be based on last year's amount.
  - o The board reviewed the proposed budget that had been worked on during previous budget meetings and made a few adjustments.

### **Resolution 14-35**

"That the board accepts the 2014 budget with the noted changes"

Moved by: David Coles

Seconded by: Sue Sullivan

Carried

- o Susan will send the final budget to Trevor at the town.

- b) MAP Grant Application
  - o Susan will write up an application requesting \$2,000 for installing web cameras in the downtown.
- c) Doors Open Financial Request

**Resolution 14-36**

“That the DBA gives \$500 to Anne Bossart to support Doors Open 2014”.

Moved by: Dora Logan                      Seconded by: David Coles                      Carried

14)New/Pending Business

- a) Board Position

**Resolution 14-37**

“That Daryl McMurray take over the position of Chair until next November when elections must be held”

Moved by: Sue Sullivan                      Seconded by: David Coles                      Carried

- o At the next meeting we will appoint a Treasurer, Secretary and 2<sup>nd</sup> Chair.
- b) Councilor’s Report
  - o Nothing to report.
- c) Website Launch
  - o Daryl will continue working on the new website. He will officially launch it at the AGM.
- d) TD Green Streets
  - o There is another stakeholders meeting on May 28<sup>th</sup>. The town is still working with all of the user groups to try to make the grant work. After this meeting information will come back to the DBA and the board will make an official decision.
- Action Item: Send name and contact number for Green Streets to Daryl.**
- e) Policies / Insurance
  - o The town will do everything they can to help us get the required policies in place. We have to be in compliance.
  - o The three proposed policies; Hiring, Sale and Disposal of Property and Procurement were reviewed by board members prior to the board meeting. There was an amendment to the Procurement policy.

**Resolution 14-38**

“That the DBA accept the Hiring Policy, Sale and Disposal of Property Policy and Procurement Policy as amended”

Moved by: David Coles                      Seconded by: Sue Sullivan                      Carried

- f) AGM
  - o We will hold our AGM on Monday, June 2<sup>nd</sup> in the conference room at Don Cherry’s. There will be a meet and greet at 5:30 and the meeting will begin at 6pm.
  - o Susan has a price of \$13 per person for Don Cherry’s to supply drinks, wraps and dessert.
- Action Item: Susan will contact Don Cherry’s to see if that date is available.**

15)New Business

- a) Downtown Card / Dollars
  - o Dora had Fran at Aquagraphics make up a card she thought the retailers could sell as a gift card for 10% off. If someone bought a \$100 gift card they would only pay \$90. After a discussion it was decided the logistics were too difficult and it was felt that the retailers would rather sell a gift card to their own store instead of something that could be redeemed

at all downtown businesses. A future promotion could be offering downtown dollars at a discount? These would only be sold in one location and we would have to run a marketing campaign to let people know.

- b) Thank you flyer
  - o Could we make up some kind of flyer/bookmark for the retailers to put in with a customer's purchase? We could not list all of our members because we have almost 300 members and we would have to include everyone on the card. We also want to promote the downtown as a whole not individual businesses.
  - o Daryl pointed out that we are already doing this by our "Do It" and "Find It" in the downtown on our website.
  - o If we do up something to say Thank you for shopping locally could it be a bookmark? We could put some fun facts about Parry Sound on the back with our website and a QR code.
  - o This needs to be done right away so it should go to the stores in June. Do we have enough time to get this done?
- c) Signage
  - o Dora heard the town is putting a sign at the corner of Miller St. and Seguin St. to point people to the trail down by the dock. Dora wants signs near James St. coming from the north and south pointing to the main street. We would have to apply to the town for do this. Dan will find out more about this sign,
  - o We also need signs at the north and south end of town to promote the downtown. Could we put up wooden signs with our logo etched on them with arrows pointing towards the downtown? These same signs could be in the downtown with just our logo on them.
  - o Can we put a billboard up on highway? Dan will find out. The Wolf Den has a billboard. Susan will talk to Doris. We need to pursue this idea.
- d) Branding
  - o There was a discussion about branding the downtown. What is it about Parry Sound that people like - rocks, logs, a rustic feeling?

**16) Resolution 14-39**

"That the meeting is adjourned at 10:19 pm"

Moved by: Sue Sullivan

Seconded by: David Coles

Carried

Next Board Meeting: June 11, 2014, 6:30pm, GB Software

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator