

***Downtown Parry Sound Business Association
Board of Management
Minutes – Thursday June 2nd, 2011
Bobby Orr Community Centre***

ANNUAL GENERAL MEETING

Date: Thursday June 2nd, 2011
Time: 5:30 PM
Place: BOCC

Present: Lis McWalter, Daryl McMurray, Angelika Distler, Dan McCauley, Shirlene Johnston, (25+ members and guests)

Administrator: Heather Steele

- 1) Call to order 6:30 PM
- 2) Approval of the Agenda
Moved by Susan Poole
Seconded by Daryl McMurray
That the Agenda of June 2nd, 2011 be accepted as presented.
Carried.
- 3) Approval of the Minutes of April 29th, 2010
Moved by Daryl McMurray
Seconded by Tim Dunn
That the minutes of April 29th, 2010 be accepted as presented.
Carried.
- 4) Approval of the audited Financial Statements ending December 31st, 2010

Susan Poole of 40 Bay St. B&B questioned the Beautification budget amount vs. the actual expenditures. Treasure Angelika Distler explained that the Beautification budget went over due to the fact Festive Light Sprays were purchased at a cost of \$17,576.96. Angelika proceeds to explain this additional expense was covered with reserve funds.

RESOLUTION 2011-1

That the Membership accepts the 2010 Audited Statements ending December 31st, 2010 prepared by Cull, Gordon, Gingrich & Harris as presented.

Moved by Daryl McMurray
Seconded by Bev McCormack-Bell
Carried.

5) Approval of the 2011 Budget

Members questioned the deficit showing and asked how that would be covered. Treasurer Angelika Distler explained that the DBA ended the year with \$31,549.00 in cash reserves. Of this cash reserve \$8333.33 is allocated to Special Projects, \$14,189.05 will be allocated to cover the proposed budget expenditures in 2011 and the remainder will remain in reserve for the future..

Jim Beatty expressed concern regarding the use of reserve funds, specifically that the budget assumes use of the cash reserves and what would the Board intend once the cash reserves are used up. Angelika and Lis explained that we have been advised that a BIA's should not run with a surplus unless the monies are targeted for a specific planned future expenditure. Also, the Board would review future plans with the membership on an annual basis and who would decide on the level of DBA fee increases versus planned expenditures and the Board is also looking at fund raising opportunities.

RESOLUTION 2011-2

That the membership accepts the 2011 DBA Budget and that the accepted budget be forwarded to Council for approval

Moved by Shirlene Johnston
Seconded by Daryl McMurray
Carried.

6) Special presentations:

The following Directors and members were acknowledge for their past and continued support to Downtown Parry Sound

Bev McCormack- Bell	Previous Director
Karen Hobson	Previous Director
Vanessa Backman	Previous Director
Dave McMurray	Previous Director and Current event supporter
Shirley Crocker	Previous Director
Anne Bossart	Contribution to DT Horticultural
Brenda Timmins	Contribution to DT Beautification
Mike Timmins	Contribution to Special Events
PUC	Continued support to DT Beautification
Ritchie Insurance	Continued support to Beautification
Quik Cash	Continued support to Beautification

Chair Lis McWalter expressed the Board's sincere Thanks to all the members who continue to take those extra steps with flowers, tables, keeping the sidewalks clean, taking part in events and offering suggestions. All contributing to make DOWNTOWN the Heart & Soul of Parry Sound, welcoming locals and visitors.

- 7) Shirlene Johnston the DBA Events Champion presented the planned 2011 events:

“I would like to start by saying thank you to my committee member, Sherry Mair from Northern Paradise Event Planning, who has helped pull together all the events for 2011. I look forward to a fun filled year with Sherry and we are hoping to build our committee with a few more enthusiastic volunteers.

As my term as director and Events Champion just begins I would like to say how appreciative I am of the time and effort that many of you have put in so far to making the Downtown events a success.

Earlier this year Sherry and I sat down and drew up a plan for events for the summer of 2011 Downtown. It started with the preparations for Breakfast Television. The DBA collaborated with GB Country, the Town, Chamber and many local businesses and organizations to create a spectacular welcome for the crew at BT. The members of the DBA were challenged with a “Welcome to Downtown Parry Sound” contest and rose to the challenge with exciting displays of what they felt was so welcoming about Parry Sound DT. When BT heard about this contest they pitched in and said they would air the winner if BT were also represented in the winner creations.

The Winners did just that, and Savvy Salon received camera time on the show at the First prize winner along with the opportunity to do hair and makeup for the stars of BT. Our Second and Third place winners Ritchie Insurance and White Squall also received camera time as did many of our other businesses that used their creativity to catch the attention of the BT crew.

All in all it was fantastic experience for Parry Sound and in particular the exposure that our DT received. Thanks to all who participated.

The next day was the DT Spring Sidewalk Sale. This was very successful for many of the participating merchants.

Wednesday Night concerts Start July 6th with Kick Ptarmigan and continue through July and August.

Canada Day Friday July 1st, The DBA will partner with the Chamber and Town. James Street will be closed from Seguin to Mary. The Street will have entertainment and food. Also arranged is special transportation to and from the Docks to bring people into the DT.

August 13th, the Pentecostal Church has organized a carnival in Market Square Park so it was decided to take the opportunity to grow the event into a street party where James St will be closed from 9 –5 with games and music and then we will take the party down to the waterfront for an evening concert.

We really need to have the street bustling to make these events a success so please plan to bring your merchandise outside.

We will also be conducting more contests with the next one being Canada Day as well as one in the fall for Harvest days.

The Canada Day contest rules are in your package and will be sent out to each member as well.

Thank you again to everyone who has worked so hard to improve our beautiful DT. A team effort is what it will take to make it grow and prosper and I thin we have that team, in our DBA board and members, that will make that happen.

8) Membership Survey:

Chair Lis McWalter provided a slide presentation of the membership survey that was conducted by Shirlene Johnston and Lis on behalf of the Board. Lis explained the methodology used to categorized and summarize the data that had been input into an Access database. On behalf of the Board Lis thanked the members who participated in the survey and indicated that we could not get to all the members but that we would continue to meet wit the membership to gain further insight. In the meantime, the number of members surveyed was sufficient to be statistically relevant and the feedback was forming a trend. The Survey Report would be made available to the members on the DBA web site and Lis offered to meet with anyone who had questions and wanted to discuss further.

The goal of the review at this time was to obtain membership consensus of the vision for Downtown Parry Sound. This vision would be the basis of future direction and plans and upon which a strategic plan for the downtown would be developed.

The following describes the following elements of the vision:

“that Downtown Parry sound is to be a commercially prosperous Downtown that is bustling, vibrant, clean, and secure, that showcases local talent, and is an environment that is welcoming to locals, cottagers and visitors alike, providing them with a friendly atmosphere e to which they are drawn to live, work, shop and enjoy a variety of leisure time options:

Given these elements, the proposed vision is that we develop “Downtown Parry Sound as a Destination”

Lis asked the members if they agreed with this proposed vision and could the Board continue on the basis of this vision and membership indicated yes.

Susan Poole asked what the Board was doing to gain feedback from Parry Sound residents / shoppers that are not part of the DBA but are stakeholders in the Downtown . Lis indicated that the strategy document would need to deal with this.

9) No additional business

00) Adjournment of the AGM

Moved by: Daryl McMurray

Seconded by: Shirlene Johnston

Carried: 8:12 PM