



**Downtown Parry Sound Business Association
Board of Management
Minutes
June 12, 2013
Georgian Bay Software/Chamber of Commerce**

Present: Angelika Distler, Perry Harris, Claire Anderson, Lis McWalter, Dora Logan, Dan McCauley, Daryl McMurray (called away due to building infrastructure issue)
Staff: Susan Hrycyna

The board meeting of the Parry Sound Downtown Business Association was called to order at 6:39pm by the chair, Lis McWalter.

1) **Resolution 13- 16**

“The Agenda for the board of directors meeting on June 12, 2013 is approved with the following changes:

- The date on the agenda should be June 12, 2013
- The Councilor’s report from Dan McCauley will be deferred until July’s meeting
- Dora and Perry have a proposal for a new downtown promotion that will be added under the Events Committee Report
- Dora would like an additional item added under New/Pending Business called “Downtown Cleanup”

Moved by: Angelika Distler Seconded by: Dora Logan Carried

2) **Resolution 13- 17**

“That the Minutes from the May 8, 2013 Board of Directors Meeting are approved”

Moved by: Claire Anderson Seconded by: Perry Harris Carried

Susan asked for clarification as to when the minutes should be posted on our website. The minutes will not be posted until they are approved by the Board of Directors.

3) **Resolution 13- 18**

“That the Minutes from the May 15, 2013 Special Budget Meeting are approved”

Moved by: Dan McCauley Seconded by: Angelika Distler Carried

4) Administrator’s Report – Susan Hrycyna. Detailed report on file. Items discussd in detail by the board members are listed below.

- **Kiosk** - Susan suggested a white board be installed on the outside of the kiosk. It would be visible when the doors are open and also when the kiosk is closed. Susan will talk to Sean about putting a QR code on the board directing people to our website.
- **Banners** - Everyone agreed the new banners look fantastic. Parry Sound Power will put up the remaining banners as soon as they have the time. Susan has ordered 24 more banners. She also

found 41 banners arms in the municipal yard. This means we will not have to order any more banners arms for the extra banners.

There was a discussion about how far down Bay Street should we put the new banners. Perry has two empty flag poles at Big Sound Marina. We will give him a red banner and a yellow banner to put up. The question of putting banners on Gibson and Bowes St. was discussed and due to the type of poles this will not work.

- Salvation Army Van - Susan, Lis and Perry met with Denis Miner about relocating the Salvation Army van. The van will be relocating to the end of James Street beside the St. James United Church.

Once Susan has two additional quotes for the changes required to provide power for the van, Lis will decide if we need to call a special meeting in order to proceed with the project right away.

- Correspondence - Lynn Middaugh received a letter from Ian Smith, a student at Humphrey School. She forwarded it to the DBA. Ian would like to see ice sculptures in the downtown next winter. Susan will take the letter to the Event's committee and she will send a reply to Ian thanking him for the great suggestion and noting that the Events Committee will look into this.
- Notice Boards - Susan had pictures of the notice boards in Juke's Lane. She has contacted John McGowan and he is interested in helping us fix them up. Susan will talk to Claire about some ideas as to what the end product should look like. She will also get John to give us a quote.

5) Financial Report: Angelika Distler – Detailed report on file.

Resolution 13- 19

“That the Financial Report be accepted as presented”

Moved by: Perry Harris

Seconded by: Dan McCauley

Carried

6) Events Committee Report - Detailed report on file. Items discussed in detail by the board members are listed below.

- Georgian Bay Chairs - One person called to say her chair had been destroyed. Susan has invoiced her \$50. For future years, if this initiative is run again, the DBA will look at how to better handle this type of situation. Susan will prepare a certificate for each person who buys a chair stating the artist's name and the date.
- Car Show - Susan has some concerns about fitting all of the cars during the Car Show on the main street between Seguin and Mary. Dan suggested any overflow be parked in the upper and lower sections of the James Street parking lot. Susan will put in a request to council.
- Win-Win Promotion – A detailed proposal is on file. The promotion will involve the administrator visiting a random downtown business on a randomly preselected day and time. She will award \$100 in downtown dollars to the person making a purchase. The promotion will begin in September and \$100 will be given away each month for three months. Claire and Susan will work on this promotion using social media and the website.

7) Marketing Report – Claire Anderson. Detailed report on file. Items discussed in detail by the board members are listed below

- Fun in the Sun Magazine – Lis brought in this summer's magazine and asked Claire to look at. Although the DBA's events are mentioned there is no ad with our logo on it and she asked if we should have a bigger presence in it next year.
- Summer Marketing Strategies – A detailed proposal is on file. Lis questioned whether or not we were doing enough advertising for the Summer Solstice Sale. Susan clarified that posters are made up for every event and distributed around town. Lis asked if we should put an ad in the paper. It was decided the price was too high. Claire will look into advertising on The Rez radio station. Angelika will let her know how much money we have to spend on that. It was agreed we would run a one page weekly ad in the North Star for 10 weeks beginning June 26. This will be a similar promotion to what was done in 2011.

10)Next Meeting Date: Wednesday, July 10th, 6:30pm

11)**Resolution 13-22**

“That the meeting be adjourned at 8:50pm”

Moved by: Claire Anderson

Seconded by: Perry Harris

Carried

Minutes recorded by: Susan Hrycyna, Executive Administrator

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