

*Downtown Parry Sound Business Association
Board of Management
Minutes of June 14th, 2012
Georgian Bay Software
42 Gibson St.*

Present: Lis McWalter, Daryl McMurray, Angelika Distler, Dan McCauley, Shirlene Johnstone

Regrets: Perry Harris, Claire Anderson

Administrator: Susan Hrycyna

1) Call to Order: 6:03 PM

2) **Resolution 12-22**

The Agenda for June 14th, 2012 is approved with the following changes:

- Preston will be coming to talk about a photo contest for Facebook and to present some new logos for the board's consideration

Moved by: Angelika Distler Seconded by: Dan McCauley Carried

3) Busker Audition Busker Audition – Aaron McGarvey, Cameron Marshall

Aaron and Cameron auditioned to be able to busk in the downtown area during the upcoming summer. They played one song and the board agreed that they sounded great. Daryl asked them to check in with the business they are going to play in front of before they start. Lis suggested they cover the downtown area as well as down by the water. Susan will send a letter to council asking council to approve them for busking based on the recommendation of the DBA. They will be playing on weekends and evenings.

Resolution 12-23

Motion: "The DBA recommends that council approve Aaron McGarvey and Cameron Marshall for busking in the downtown area during the summer months:

Moved by: Dan McCauley Seconded by: Angelika Distler Carried

4) **Resolution 12-24**

Approval of the Minutes from May 10th, 2012

Moved by: Daryl McMurray Seconded by: Angelika Distler Carried

5) Correspondence

- We received a thank you card from Sandra Quathana at PSHS. She is the chair of the Nursing Week committee. She thanked us for our help and support during Nursing Week. .
- A letter was received from OTMPC (Ontario Tourism Marketing Partnership Corporation) asking for brochures for their travel centres in Bainsville and Chute-A-Blondeau. The board decided these travel centres were too far away from us to be any benefit. We will not send any brochures.
- Susan received an e-mail from Kevin at Quik Cash. He has our sound system. Susan to get a cheque from Angelika to pay for the system. She will then submit the paid receipt to CBDC and will receive a cheque from them as per the LIP Grant.
- We received a donation request letter and form from Habitat for Humanity, Parry Sound. The Board members questioned if we are allowed to make a monetary donation to an organization. Does this fit our mandate? Dan feels this is a very worthwhile organization and we should do

something to be a part of it. There was concern about setting a precedent for other donation requests. It was decided that although we can not give them a donation, maybe we can organize a group to go and help them build or clean or something else.

A vote was held - Do we give Habitat a cash donation? 2 voted yes, 3 voted no.
We will revisit this later and look for another opportunity to support them.

6) Facebook Photo Contest

- Preston presented an outline of a Facebook photo contest to be launched at Baypalooza. This will help us to move forward with Facebook. The purpose of this contest is to increase our reach on Facebook by increasing our likes. The more likes we have the more people who will be connected therefore increasing our reach. Since we are under 100 likes the contest is free. There will be a separate tab for the contest where people can add a photo. After the photo is uploaded then the public can vote on it. The key is you must like our page to participate in the contest. The Administrators can remove a photo if it is inappropriate. The pictures are to depict the downtown area, but if they are slightly outside of our boundaries they will still qualify. There will be guidelines. After the photo is put on our page it becomes our property. Daryl will find out more of the legalities as to who has the rights to a photo that is posted on FB.

Prizes (part of marketing and promotion) will be first \$100, second \$50, and third \$25. There will be a limit as to the amount of photos people can enter and the number of times they can vote.

We will announce the winner at Friday Night on the Dock on August 10th.

Resolution 12-25

Motion: "Use marketing and promotion money to run a photo contest on Facebook"

Moved by: Daryl McMurray Seconded by: Angelika Distler Carried

7) New DBA Logo

- Preston presented a variety of logos that he designed for the board to look at. The board did not particularly like any of them. Susan, Claire, Lis and Preston will be meeting again on June 27th. They will look at the logos again and make a presentation at the next board meeting.

8) Administrator's Report – Presented by Susan Hrycyna. Detailed report on file. Below are items on the report that were discussed by the board.

- The kiosk is now open. There is a metal brochure rack that takes up too much room and does not work properly. Susan would like to get rid of it. The board suggested she put out an e-mail to the membership to see if anyone wants it.
- A discussion was held about the Club Class that Susan is a part of. This group wants to put together a coupon book. The cost would be approximately \$100-\$150 for each member. Susan asked if she could ask the DBA members for a "strong" offer that could be put in this book. The Board felt that the DBA could put in an ad with any businesses and their offers would be listed underneath.

9) Action Register – This was discussed and updated. The following items were discussed.

- Fees for using the BOCC – Dan found out that if we want to put on an event at the BOCC the town will give us a good deal on the cost of using the arena
- There are two glass panes on the notice board in Jukes lane that are broken – Daryl will look at getting them fixed right away

10) Financial Report: - Presented by Angelika Distler

- So far our only real expenses have been Administrator, advertising and office expenses

11) Marketing and Promotions Report: Claire Anderson will report on at the next meeting

12) Events Report – Presented by Shirlene Johnstone.

- The plans for Canada day are coming along. Three bands have been lined up. It is great that the DBA now has a sound system. L&H Motors will be bringing a vehicle onto the street with a tent. There will be sidewalk chalk and bubbles for the kids. Shirlene only has 2 volunteers. Susan will contact Habitat for Humanity to see if they want to set up a booth. We would need either 8 volunteers for 2 hours each or 4 volunteers for 4 hours. If they can provide volunteers we will waive the \$40 booth charge. We would also donate \$200. Susan will also contact PSHS to see if there are any students who need volunteer hours.
Sherry Mair has organized “Server Wars”. There will be 4 servers from each restaurant racing carrying trays of various things. These will be run during the second band intermission. The DBA will give \$100 in downtown dollars as a prize
- Shirlene has an idea to have Muskoka chairs painted and then to sell raffle tickets for them. We could bring the chairs to Friday Night’s at the Dock for the public to see. We would need to find volunteers to paint the chairs. The DBA would approve the design first. The board thought this would be a great event for next year. There are restrictions any time you want to hold a raffle. You must have a lottery license. We would be better to do hold a silent auction. The chairs could be displayed in various businesses.

13) Chair Report – Presented by Lis McWalter.

- Banners – Explorers Edge is offering a grant up to \$10,000. The application is due June 30. We could apply for this grant to cover some of the cost of new banners for the DBA. GBBR is interested in sharing the cost of banners. Dan said there is a bylaw in town that says only DBA banners are allowed in the in DBA area. This could mean that the GBBR’s logo could not go on our banner. There is not enough time to do this research and get a grant submitted before this deadline.
Lis recommends that we try to get this grant money to put towards hiring a marketing and consumer analysis consultant. While we are waiting to hear if we get the grant, Lis will get some quotes for consultants.
The board agrees that Lis should go ahead and apply for the grant.
- Downtown boundaries – The town received four letters (representing five people) with questions regarding our boundaries. These people live on Miller and Gibson and they represent numerous buildings in the new boundary area. These five people are equating the DBA boundary changes with commercial re-zoning. The board agrees to take out Gibson Street from the edge of the library over to the other side of school. Lis will proceed with this change.

14) New Business

- Baypalooza – Susan and Lis will be setting up and working the show. They will be representing the downtown and its benefits. The Downtown Revitalization Plan will be displayed on easels. We have pens and bottle openers to give away. We will also be launching our Facebook photo contest.
- Juke’s Lane – Lis met with Jane Jones, president of Artists Round the Sound, to discuss Juke’s Lane. Lis explained that she felt the execution of Juke’s Lane failed because it was outside of the DBA’s abilities. They are going to put together a plan to revitalize Juke’s Lane.
- Parking – Lis recapped the Huntsville parking situation. The town was going to put up more pay stations. As a result the mayor offered all of the parking to the BIA who said no. The town took out all of the meters and put in free 3 hour parking.
Can we streamline the process of what to do if a meter runs out and a customer receives a parking ticket?
- Metal Georgian Bay Pines – Lis took one to her meeting with Artists Round the Sound. She asked the artists what we should do with the metal pines. They liked them and will give us a proposal.

- Intern – Anna Marie is going to put in application to partner with us for an intern who would start September 1st.
- Light Sprays – Susan will find out how many are broken before next meeting and will try to take some photos of broken ones. Dan has found out that LED lights are not designed for cold temps and suggested that maybe this is why they are not working. They are on all of the time and not on timers.

15) **Resolution 12-26**

The meeting be adjourned at 8:56pm

Moved by: Angelika Distler

Seconded by: Dan McCauley

Carried

Next Meeting – Thursday July 12th, 2012

6:00pm

GB Software rear entrance

Minutes recorded by: Susan Hrycyna

Approved by Chair

Date