

Downtown Parry Sound Business Association
Draft Minutes
July 12, 2012
Georgian Bay Software
42 Gibson Street

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

Regrets: Claire Anderson, Perry Harris, Shirlene Johnstone

Staff : Susan Hrycyna

1) Call to order: 6:05pm

2) **Resolution 12-27**

The agenda for July 12th, 2012 is approved with the following changes:

- DBA Logo

Moved by: Daryl McMurray

Seconded by: Angelika Distler

Carried

3) **Resolution 12-28**

The minutes from June 14th, 2012 are approved

Moved by: Daryl McMurray

Seconded by: Dan McCauley

Carried

4) Correspondence

- An e-mail was received from the Chamber of Commerce asking for donations to assist the residents of Elliot Lake. The board replied that we do not make donations.
- An e-mail was received from Georgian Bay Country. They have a new marketing idea and are offering to wear a businesses t-shirt or hat for one week to promote their business. There is a charge of \$100 plus the cost of the t-shirt or hat. The board did not feel this would benefit the DBA. Susan will find out if this offer is only open to GBC members or if Anna Marie would like it sent out to our membership.
- Ron Beckett from MooseFM gave us a quote for radio advertising during the summer months. The cost is \$12 for a 15 second spot. We have budgeted money for some kind of summer promotion. Some of the business owners do not feel our large weekly ad that we did last summer reached our target market of cottagers and tourists because the majority of them do not buy the local paper. They felt radio would have more of a chance to reach these people. It was felt the ad should include who will be playing down on the dock that week.
- Kim from the North Star sent an e-mail to ask if we are interested in placing an ad in their publication called "Progress". This is a special pull out section. The board decided not to pursue this offer.
- An e-mail was received from Katherine Beatty regarding the flower containers on James Street. She was concerned some of them are not being looked after. Susan replied to her e-mail and explained our Adopt a Planter program. She then replied expressing concern about the amount of cigarette butts that are on the street, especially in front of Don Cherry's. The board discussed this problem at great length.
- Susan had a conversation with Toni from Above and Beyond about the Salvation Army van that parks on James Street every Friday night at 6pm. She felt that in the summer when businesses are encouraged to stay open late this is harming the businesses. She has seen a direct impact on her business because it is parked almost right in front of her store.

- 5) Administrator's Report – Presented by Susan Hrycyna. A detailed report is on file. Below are items from the report that were discussed by the board.
- Canada Day was discussed and Susan will prepare a post event report and budget for the next meeting.
 - Watering of the permanent gardens is currently being looked after by Susan.
 - Two sandwich boards were ordered. It was felt one sign at the dock and one up near McDonald's would be good. Susan will contact John Este about the bylaw for putting out signs.
- 6) Action Register – The action register was discussed and updated.
- 7) Financial Report – Presented by Angelika Distler. A detailed report is on file.
- The money has been moved into a GIC. We still haven't received our money from Perry for the intern, Angelika to follow up on this. So far we are under budget.
- 8) Chamber Report – Presented by Lis McWalter
- The Great Lake Cruising Club boats are starting to arrive at Big Sound Marina. The DBA's logo went on the bags that are going to be handed out. The DBA will be putting on a wine and cheese event Saturday night. Lis will give a welcome speech.
 - Baypalooza was a great event. We had a really good spot, upstairs by the restaurants.
- 9) Events Report
- There was more discussion about Canada Day. The bandstand was supposed to be delivered by the town between 9 and 9:30. It finally showed up at 11:45. At that point we had musicians playing and we said don't bother setting it up. Susan to send April an e-mail April and cc Lynn Middaugh about this.
 - Daryl would like permission to buy 2 tents. We have some boxes of tents that have to be set up with poles. We tried to set them up for the musicians but were missing pieces and they were too hard to set up. We need one that just "pops" up.
- Resolution 12-29**
Motion: "Daryl McMurray to spend up to \$500 on two tents – one large and one small. He is also to buy four 50' cables for the sound system"
Moved by: Dan McCauley Seconded by: Angelika Distler Carried
- 10) Chair Report – Presented by Lis McWalter.
- At the end of June Lis and Angelika travelled to Huntsville to meet with the BIA managers of Huntsville, Bracebridge and Gravenhurst. It was a great meeting and they got information about parking and beautification. All of them had a very good relationship with towns. Their flowers and watering is all paid for and they have a very large budget. We need to find out how many levees actually go out to our members. The next meeting between the managers will be in October. Gravenhurst has an event planned every week. Some are big events and some are small ones. Because the manager is busy with the events the Board members do the walks around town to talk to the members. Huntsville has associate members who are just a little bit outside of their boundaries.
 - Lis met with Nancy Cunningham again to talk about the proposed DBA boundary changes. In January 1, 2007 the town had an official plan and in this Market Square park was considered an important buffer between the residential area and the business area. One of the interests of this plan was to retain the existing passive open space. Lis told Nancy that she would take her concern back to the board. Nancy feels the DBA can promote the park as green space without it being part of the downtown. The board feels this park is definitely something the DBA should include in their new boundary plan.
 - At the last meeting it was decided Lis would put together a grant application for Explorer's Edge in order to get a grant for a consumer market study. Lis realized that because of the tight time frame it was going to be very tough to get everything together in order to submit an application before the deadline so she decided not to continue. Instead, after speaking to Bill at CBDC, Lis decided

to submit a grant for downtown revitalization. Lis spoke to him about Huntsville's beautiful coloured banners. Due to the deadline, Lis asked Susan to submit the grant request for LIP funding in support of marketing and promotion for downtown banners. We would also promote the GBBR on the banner by using their logo. Susan submitted the grant application yesterday. Dan pointed out that when we look at purchasing the banners we must also look at the cost of putting them up. Even though PS Power puts them up the town pays for it, there could come a point in time when the DBA has to pay for this service.

Resolution 12-30

Motion "The board supports the fact that Lis McWalter and Susan Hrycyna have already submitted a LIP Grant for banners"

Moved by: Angelika Distler

Seconded by: Daryl McMurray

Carried

- Lis has spoken to Larry Taylor and will be meeting with him to talk about grants available for consumer studies. He has some ideas of available grants. Lis said the other BIA's use grant money all the time especially for events. They apply for some directly and some through the municipality.

11) New Business

- New DBA Logo – Daryl spoke about logo's in general. He pointed out that there are general and physical logos. Daryl feels the new direction we have been going with our logo would be something that would have to be pushed in order for it to be recognized as a DBA logo. A logo that represents an organization or group should contain something that represents it, and should be recognizable on its own. Our old logo did this because pieces or elements of it represented Parry Sound. Daryl put some ideas together and did up a few mock ups. He pointed out that you can use less and less detail as the logo gets smaller. He would like to take his further because he felt the logos that were presented last meeting felt wrong to him. This is something we can push to September when Claire is available to help. Daryl will arrange to meet with Claire to brainstorm on some ideas. The board feels we should have a couple of different versions we can use. Daryl will aim to have something ready to show the board in October. Susan to ask Preston to stop working on the logo and send what he has to Daryl.
- Website – Daryl is now working full tilt on the DBA website.
- Recycling – Susan asked why there are no recycling containers in the downtown area. Some board members remember previously picking out garbage/recycling bins. Money was allocated for these during the construction project. Susan to ask Peter if there are any DBA recycling bins put away somewhere. We can keep this in mind for the 2013 town budget.
- Facebook Contest – Susan pointed out that right now there are only two pictures posted for our contest. It was decided that we would extend the contest to August 31st. Susan to let Preston know and ask him to promote it more.

12) **Resolution 12-31**

The meeting is adjourned at 8:03pm

Moved by: Angelika Distler

Seconded by: Daryl McMurray

Carried

Next Meeting – Thursday September 13th, 2012

6:00pm

GB Software Rear Entrance

Minutes Recorded by: Susan Hrycyna

Approved by Chair

Date