



**Downtown Parry Sound Business Association  
Board of Management  
Draft Minutes  
July 24, 2013  
Georgian Bay Software**

Present: Angelika Distler, Lis McWalter, Dora Logan, Dan McCauley, Daryl McMurray  
Regrets: Perry Harris, Claire Anderson  
Staff: Susan Hrycyna, Sean Beasley

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The board meeting of the Parry Sound Downtown Business Association was called to order at 6:34 pm by the chair, Lis McWalter.

1) **Resolution 13- 23**

“The Agenda for the board of directors meeting on July 24, 2013 is approved with the following additions:

- Under New/Pending Business the following items are added:
  - Kiosk update
  - Promotions
  - Clean Streets
  - Banners on Gibson and Miller Street
  - CBDC Grant
- Under Marketing add:
  - Welcome Package

Moved by: Angelika Distler

Seconded by: Daryl McMurray

Carried

2) **Resolution 13- 24**

“That the Minutes from the June 12th, 2013 Board of Directors Meeting are approved”

Moved by: Daryl McMurray

Seconded by: Dan McCauley

Carried

3) Administrator’s Report – Presented by Susan Hrycyna. A detailed report is on file. Items discussd in detail by the board members are listed below.

a) **Report Highlights**

- Susan and Sean talked about their experience manning the DBA booth at the July 9th Parry Sound Farmer’s Market. They both felt it was very beneficial participating in the market and they will be back at the market on August 6th. Dan asked if they were putting a booth in the Rosseau Farmer’s Market; Susan explained that our application for a booth had been denied.
- Susan attended a seminar at CBDC to introduce Humaniqua. This is a web based tool that supports small and medium businesses in managing their human resources needs. CBDC has bought one license for 5 years and is offering the free use of this program to any business that would like to come to their office to use it. Once the busy summer season is

over the DBA will put something together to let the membership know about this valuable resource. Humanika has offered to put on another seminar specifically for DBA members.

b) Correspondence

- Denis Miner sent an e-mail with a follow up request about the Salvation Army Van relocation. Denis would like us leave the current electrical box where it is for their use during the winter, and install a second one for use during the summer months. Susan has been in touch with Peter Brown at the town and Brian Emery from PS Power. They have said the only option is to move the existing outlet. The electrical system in that area will not support a second outlet. Susan has two quotes for the electrical work. They will be discussed during the financial report. It was recognized that this is time sensitive and the work needs to be done as soon as possible.
- Chris Shaw sent an e-mail to Lynn Middaugh, Jamie McGarvey and Susan stating her concerns about having outside food trucks participating in downtown events, specifically the Summer Solstice Sale. As a follow up by both Lis and Susan with Chris it was clarified that Chris had been given notice of the event and an offer to stay open for the event but had declined. Chris said she had forgotten about that and apologized for sending the e-mail.
- Jim Shaw (Mr. Chips) sent an e-mail outlining his thoughts about Ribfest. He is upset that as a local business he is not allowed to participate. After a discussion by the board it was decided because this is a privately run event, it isn't something the DBA can become involved with.
- Lois Dube from Habitat asked if she can set up a booth to sell raffle tickets in support of Habitat. The board said yes, and also agreed to waive our application fee as a way to support this worthwhile cause.

c) Action Plan – The Action Plan was updated and the following items were discussed in detail by the board

- Susan met with John McGown about fixing up the notice boards in Juke's Lane. John prepared a quote to install plexi-glass, replace the cork, install weather stripping and sand and paint the frames. The quote will be discussed during the financial report.

4) Financial Report: Presented by Angelika Distler – A detailed report is on file. Items discussed in detail by the board members are listed below.

- We received \$1589 under the town's Municipal Assistance Program (MAP) to help pay for moving the electrical box from in front of the PS Sewing Centre to down the street by St. James United Church. Susan met with 3 electricians and received two quotes.

**Resolution 12-25**

“That we accept the quote from Mr. Electric in the amount of \$2,096”

Moved by: Angelika Distler

Seconded by: Dora Logan

Carried

The difference between the MAP grant and the actual cost of the work will be put under “Other Projects”. Angelika will add in a new line to reflect this amount.

- The board accepts the quote from John McGown for approximately \$400 for the repairs to the notice boards in Juke's Lane. This amount will be put under “Repairs and Maintenance”

**Resolution 13- 26**

“That the Financial Report be accepted as presented”

Moved by: Dan McCauley

Seconded by: Daryl McMurray

Carried

- 5) Events Committee Report – Presented by Susan Hrycyna. A detailed report is on file. Items discussed in detail by the board members are listed below.
- Georgian Bay Chairs – All of the chairs have bids on them and quite a few are up over \$200. Sean will put a picture of each chair on Facebook over the next few weeks.
  - Summer Solstice Sale follow up – Lis asked if the Events Committee recommended holding this event again, and Susan explained that the recommendation on the follow up report was strictly her recommendation and the Events Committee will be reviewing all of the events in the fall and making a recommendation for 2014's events to the board.
  - Georgian Bay Craft Fair – Plans are in place and members of the Board volunteered to help.
  - Car Show - Susan has 4 sponsors for the 7 trophies so far. Jackie Boggs is going to put forward a request at the August 13th council meeting for the town to sponsor the Mayor's Choice trophy. The Optimist Club is going to help getting the cars parked in the morning. Daryl will bring the sound system so we can announce the winners of the trophies.
- 6) Marketing Report – A detailed report is on file. Items discussed in detail by the board members are listed below
- Welcome Package – Sean presented a package that he has put together based on information from old package as well as welcome packages from other BIAs. Sean suggested we also add garbage pickup and requirements information and important phone numbers. The goal is to get this package ready so it can be delivered to our new members both in our existing boundaries and in the new boundaries.  
Lis pointed out that we seem to be using the new banners in a lot of our printed material and they seem to have almost become our new logo. The Board agreed that we do not want to change our current logo. Claire will be asked to provide recommendation regarding the colouring when we use the banners.
  - Social media was discussed, specifically our Twitter account. Sean said right now everything we post on Facebook shows up as a Twitter posting. Sean will make Daryl an administrator on Facebook and then Daryl will change this setting. The Board requested that Sean start using Twitter to promote the DBA and downtown activities.
  - Win-Win Promotion – Susan presented the detailed Win-Win promotion. The board agreed with the how the promotion will be run. Dora will go with Susan to present the winner with the prize money.
- 7) Revitalization Plan Update – Presented by Lis McWalter. A detailed report is on file. Items discussed in detail by the board members are listed below
- Kiosk Revitalization – Brenda Ryan at FAD has been instrumental in implementing this project. By this weekend the grass will be down, the rocks and chairs will be delivered, the canopies will be put up and all but 2 of the planters will be out.  
During the week David Coles from GB Software has been opening up and cleaning up the kiosk in the morning and shutting it down at night. He is looking for some direction as to what can be put up on the walls. It was decided that posters advertising any event can be displayed but no business flyers. If a business wants to put something in the kiosk it needs to be either a business card or a rack card.
  - Raised planters – There are now two people who do not want a permanent planter in front of their business. Lis met with Peter Brown who has recommended some alternative locations. Lis will talk to Anne Bossart about these proposed locations. Discussions are underway with the owner of the Royal Hotel regarding the revitalization of the planter at the bottom of Jukes Lane.
  - TD Green Streets Program – Lis met with Angela Lytle from TD Bank and discussed ideas for the next application.
  - Municipal Act/DBA Insurance – Lis met with Rob Mens regarding DBA insurance coverage and following the meeting Rob confirmed that the DBA would be covered under the town insurance provided the required 5 policies are in place (subject to Council approval). Further Rob clarified that there should be no price increase to the town's insurance policy. Lis will review sample BIA

policies and distribute for Board review in preparation for a special meeting to be called specifically to review and approve.

- Lis met with Kirby Hall regarding the proposed development on Louisa Street to understand the intended development and determine any potential impact to the downtown. At this stage the development plans are in the early stages and pending rezoning of the land to highway commercial.

#### 8) New/Pending Business

- a) Councilor's Report – Next meeting
- b) Website Launch – Daryl now has all the data that has been gathered entered into the system. He will set Claire up so she can look after content management. He estimates is about 80% complete.
- c) DBA Policies/Insurance – Covered under the Chair's report.
- d) Train Bridge Signage - Susan met with John and they are both currently working to finalize the contact. John is hoping to get it before council either on August 13th, or by the latest September's council meeting.
- e) Boundary Update – The boundary expansion was approved by council with the exception of five properties on Miller Street and also Riverview Dental office.
- f) Banners on Gibson and Miller – The Board agreed that we need to distribute the new banners on all of streets, including Gibson and Miller Street. Lis and Susan will relook at the distribution of the banners not yet installed.
- g) CBDC Grant - Lis talked to Susan at CBDC about a new grant program they are applying for to help small businesses. It may involve a consultant coming up to work with small businesses. They would work with us to see what services we feel are needed the most.
- h) Stockey Centre – Dora asked about putting some kind of card at the Stockey Centre. Susan said the rack cards are just about finished printing and then she will put some down there. Dora would like the stores to be advertised on the card. Lis explained that specific stores can not be listed because they change too often. It was decided that next year we could look at listing categories under “Do it in the downtown” on the back of the rack card.
- i) Park on Us – Dora would like all store owners to help pay for parking. The board feels we can not make this decision on behalf of the businesses to offer this service. Some stores already have signs up saying they will pay for parking.
- j) Promotion – Dora suggested we send out an e-mail to remind downtown businesses that there are four places to buy ice cream from in the area. This information could then be passed onto their customers. Dora talked to the health unit to find out what could be put on the bistro tables for people to drink. They told her the only thing you can put out is juice boxes. The board feels we should let the businesses be responsible for the decisions they make around the tables and chairs.
- k) Clean Streets – Dora found out that PSHS does not provide insurance to any students who are working to earn volunteer hours. Dora talked to Peter Brown about her Clean Streets initiative and he thought it was a great idea that could be run under the town and therefore covered by their insurance. The program is on hold until school is back in September.

10)Next Meeting Date: Wednesday, September 11th, 2013, 6:30pm

11)The meeting was adjourned to an “In Camera” session at 8:55 p.m with participation by the Board members only.

#### **Resolution 13- 27**

“That the In Camera session be closed and the Board meeting be adjourned at 9:39 p.m.”

Moved by: Daryl McMurray

Seconded by: Angelika Distler

Carried

Minutes of open portion of meeting recorded by: Susan Hrycyna, Executive Administrator