

***Downtown Parry Sound Business Association
Board of Management
Minutes of January 13th, 2011
Georgian Bay software
42 Gibson St.***

Present: Daryl McMurray, Dan McCauley, Perry Harris, Shirlene Johnston, Lis McWalter, Vanessa Backman, Angelika Distler

Regrets: Bev McCormack-Bell

Administrator: Heather Steele

- 1) Call to order by Chair Daryl McMurray 6:54 PM

- 2) Approval of the Agenda for January 13th, 2011
That the Agenda for January 13th, 2011 be approved with the additions of #15 – Town construction Update, #16 – Accessibility
Moved by Dan McCauley
Seconded by Lis McWalter
Carried.

- 3) Approval of the Minutes of November 17th, 2010
That the Minutes of October 9th, 2010 be accepted as presented.
Moved by Dan McCauley
Seconded by Lis McWalter
Carried.

- 4) **CORRESPONDENCE**
DBA Administrator has been requested by the REDAC committee to attend a meeting on Jan 20/11. The purpose of the meeting is for representatives of the Chamber of Commerce, REDAC, the Town of Parry sound and the DBA to review key initiatives of which each organization is involved, determine synergies and resolve overlap and duplication. The goal is to eliminate confusion and duplication and look for opportunities for collaboration.

An email was received from the Town requesting DBA support for establishing an ice rink in Market Square in 2012. In principle the DBA supports this and would look forward to participating in further discussion and planning in this regard.

- 5) Committee appointments
By attendee vote

COMMITTEE APPOINTMENTS

CHAIR - Lis McWalter

2nd Chair - Daryl McMurray

PUBLIC RELATIONS: Shirlene Johnston, Dan McCauley

MARKETING: Daryl McMurray, Shirlene Johnston, Dan McCauley

PARKING: Dan McCauley

BEAUTIFICATION: Shirlene Johnston, Bev McCormack-Bell, Dan McCauley

CHAMBER REP: Lis McWalter

TREASURER: Angelika Distler... appointed bank-signing officers Angelika Distler, Lis McWalter, Daryl McMurray

Sub committees to be reviewed at a later date.

Administrator presented letter of resignation from Bev McCormack-Bell. Vanessa Backman notified Board of her resignation. Both sited commitment to the Downtown, however personal and business ventures had to take prior at this time.

MOTION: To accept the resignation of Directors Bev McCormack-Bell and Vanessa Backman
Moved by Shirlene Johnston
Seconded by Daryl McMurray
Carried.

The Board regretfully accepted these resignations and expressed their appreciation to both Bev and Vanessa for their contribution and commitment and wished them well in their future endeavors.

- 6) Posting Minutes of Board Meetings prior to approval. Currently the minutes of Board meetings are posted only after approval at the next scheduled Board meeting. This results in a communication lag to our membership of 4 to 5 weeks.

MOTION: That commencing with the minutes of January 13th, 2011 Board meeting, the DBA regular meeting minutes be posted on the DBA web site within 1 week of the Board meetings.

Moved by Dan McCauley

Seconded by Daryl McMurray

Carried.

Action: Daryl will develop a distribution list for the DBA membership for the purpose of communication to the membership

- 7) Budget Date: the initial meeting for the 2011 budget is scheduled for January 20th, 2011 6 PM . Georgian Bay Software.
- 8) 2010 Christmas Event review.

LIGHT UP THE PARK – a great success with over 200 tickets given out for draws, include the children that attended, 250 – 300 took part.

HOSPITALITY store. Administrators report (on file). In total, 130 gifts wrapped up from last year of 107. We received great feedback from the customers. Recommendations for this future event are on file. It was noted that manning the store through volunteers is difficult and options should be reviewed for 2011.

Special thanks to Bev McCormack, Vanessa Backman, Shirlene Johnston, Mike Timmins, Kevin of Quik Cash and all our volunteers.

For items 9 and 10 as following Daryl McMurray asked to Chair.

- 9) Membership survey: Lis updated the directors on progress (the report on file) To-date 133 (62%) of the members have been contacted and 80 (38%) surveys have been completed. Overall the feedback and reception by the membership has been very positive.

Action: Lis requested that a meeting be scheduled by the DBA Board to review the survey results. A special meeting will be booked for the second week in May.

The Board discussed the idea of presenting the survey results at our next AGM Meeting.

MOTION: That Daryl and Lis investigate options for WIFI and the possibility of bringing back the DT web cam

Moved by Lis McWalter

Seconded by Angelika Distler

Carried.

10) Director Report – Lis McWalter

- A) Main Streets: the application (RED File No. 5380) is currently under review and the first round of questions have been submitted and responded to by Lynn Middaugh in an email dated January 5th,. further questions are anticipated during the application review and approval process.
- B) WiFi coverage in Downtown Parry Sound. Currently there are discussions underway to determine the options and cost associated with establishing WiFi coverage in downtown Parry Sound. Various models will be assessed.

MOTION: that Daryl and Lis investigate options for WIFI coverage and the possibility of re-establishing the Web Cam in the downtown.

Moved by Lis McWalter,
Seconded by Angelika Distler
Carried.

- C) INTERN CO-OP Programe. Lis reported on the possibilities of hiring an Intern under the Youth Internship and Co-Op Program offered by the Northern Ontario Heritage Fund Cooperation. Activities could include manning the Kiosk, Hospitality Store, partnering with the members and key partners in support of events, and helping the DBA drive social media initiatives. There are benefits to the DBA as well as it is our opportunity to help keep youth skills in the community and provide them with an employment opportunity that will help the Intern in their career. Management direction would be provided by Lis and backup by Angelika. Given that the DBA is not incorporated, we need to be sponsored by the Town of parry Sound. The town qualifies for two internships: however, both have already been used. A possible solution is for the DBA to apply through another sponsor with the Chamber of Commerce being a potential. Dan will determine if there are any conflicts for concerns with town in this approach.

MOTION: that a letter be sent asking the Chamber to be our sponsor under the Northern Ontario Heritage Fund Corporation Youth Internship programe.

Moved by Lis McWalter
Seconded by Angelika Distler
Carried.

Lis to prepare letter.

- D) Large Scale Map of the DBA Area – Lis has acquired a large scale map of the Parry Sound Downtown and will confirm the current boundaries with Rob Beaumont. The map was developed by L.U. Maughan & Associate and is colour coded to reflect the various types of businesses. In the future, this could be made available on our web site to highlight businesses in the DBA and for marketing and promotion opportunities.

Action: Daryl and Lis to develop a plan re”value add” using technology such as Google

- E) Lis requested the Directors consider funds in the budget to purchase a 1-year subscription to “Downtown Idea Exchange” a US publication on issues and solutions to help Downtown’s with concerns unique to them. (\$227.00 US). Directors requested that as a Member of the OBIAA alternative resources be investigated first.
- F) Round table with Tony Clement. This event was well represented by various Businesses in the Parry sound area including manufacturing, construction, technology/social media, and retail. Each representative was given the opportunity to provide a summary of the key factors impacting their business. On behalf of the retailers, the following input was provided.
- Year over year revenue, fairly flat – mostly within 2%. Still down from 2008
 - good feedback on the esthetics of the infrastructure and G8 funding in the area (road construction, signage and Jukes Lane investment). Too early to judge impact on business volume
 - Need investment in businesses downtown – empty stores a concern. Need to Look for ways to increase business traffic into the area and perhaps make the downtown area as a destination. The need for development of the waterfront as a catalyst to drive greater business traffic and investment.
 - Noted the importance of getting the funding approval for the “Main Streets” project

Lis McWalter resumed as Chair

- 11) REDAC communication committee: Daryl gave a verbal report on current activities of the Committee. REDAC, the Chamber and the DBA will partner on development of a single data base that would be shared and made available to the public for basic information such as business name, address, phone, email and number of employees. On behalf of this initiative and to avoid duplication, the DBA was requested to provide a copy of our DBA survey as a sample for the communication committee to review
- 12) Web site: Vanessa requested from the Directors that she be considered the Champion. Vanessa would continue to work with the Administrator on the web site applications that still need to be implemented
- 13) Welcome packages: tabled

- 14) Meeting location: Board approved the new location for meetings to be Georgian Bay Software 42 Gibson St. Rear Entrance 6:45 PM - 2nd Thursday of each month.
- 15) Town Construction update: Dan reported work is progressing. Currently looking at Spring move in date. Dan will continue to recommend to Mayor and Council the importance and benefits to the Town, the DBA and the Community, that the DBA office be relocated to the Town Office building.
- 16) Accessibility; Tammy (by-law) has offered workshops for the DBA members to help prepare for the new regulations in regards to accessibility requirements. Perry noted that the Chamber is already in the process of setting up workshops on the topic of accessibility. This was identified as a potential opportunity for teaming (chamber or DBA) to ensure all businesses in the DBA as well as members of the Chamber (outside the DBA) have the opportunity to participate. The DBA Administrator will confer with Tammy, and the Chamber to determine appropriate next steps and will follow up with Perry to establish a plan. Board expressed the importance of getting this information and workshops to the membership.

Items not on agenda requested: Review of Policy for Directors leaving.

Dan to prepare guidelines for meetings, to include motions, solutions, voting,

- 00) Adjournment
Moved by Shirlene Johnston
Seconded by Daryl McMurray
Carried. 9:30 PM

****NEXT MEETING*** FEBRUARY 10th, 2011****

GEORGIAN BAY SOFTWARE - 42 GIBSON ST. – REAR ENTERANCE – 6:00 PM

705 746 6426 downtown@psdba.ca www.psdba.ca