

**Downtown Parry Sound Business Association
Board of Management
Minutes of July 14,2011**

Present:

Lis McWalter, Daryl McMurray, Angelika Distler, Dan McCauley,
Perry Harris, Shirlene Johnson

Administrator:

Heather Steele, In her absence minutes recorded by Perry Harris.

Guests:

Peter Brown, Director of Operations, Town of Parry Sound
Anne Bossart, Horticultural Volunteer
Kim Munroe, Metroland North Media

1. Call to order at 6:02pm
2. Approval of Agenda
Moved: Daryl McMurray **Seconded:** Angelika Distler **Carried**
3. Approval of Minutes, June 9,2011
Moved: Dan McCauley **Seconded:** Daryl McMurray **Carried**

4. Invited Guests:

Horticultural Report by Anne Bossart

Some of Anne's concerns for planting this year are that the new flower containers sit too low compared to the rim of the unit and therefore the flowers won't hang over. Late planting and slow to water have delayed the season. Topsoil was used instead of potting soil so this was redone. The board came forward with numerous suggestions and it was decided that the beautification for next year would become part of the strategic session this fall.

Action: Daryl and Anne to pursue options for use of the metal Georgian Bay Pines

Peter Brown offered to work closely with the DBA in order to promote a cost effective, annual plan to ensure that any new ideas work for both the DBA and the town.

Action: Anne, Angelika, Lis and Peter to walk the Downtown area to come up with a plan for submission at the October or November Board meeting

Kim Munroe presented a draft of ad layout that could be used for 8 weeks in the summer to promote extended hours and events happening by the DBA, i.e. Bands at the bandstand. This would be a full colour half page for the DBA and the balance of the page would be sold to downtown merchants with an 8 week buy in. The cost to the DBA would be \$225.00 plus hst per publication totalling \$1800.00 plus hst.

Angelika confirmed that there are funds that haven't been used for marketing that could be used for this purpose.

Action: Shirlene or Lis is to contact Kim and confirm the ad space.

5. Correspondence

Georgian Bay Country is now circulating two email blasts on a weekly basis that provides information to front line users as to what's happening in our area that week and a standard email of things to do on rainy days. This is a great idea and the business community have been very appreciative.

Parry Sound Area Chamber of Commerce will now email blast to it's members on a quarterly basis the benefits of membership in order to refresh the members memories.

New Member, Chris Cardy Imagining located at 5 Miller Street is the new location for her business.

6. Treasurers Report

Angelika Distler reported that the financials are in good shape and there are no concerns at this time. Clarification questions were asked by the board with no subsequent concerns.

7. Committee Reports

Shirlene Johnson reported on upcoming events and plans for the future.

Action: Shirlene to compile report of leanings and recommendation from the events for future event planning

Action: Lis to send email to Sandy of Spirit of the Sound to advise that the people mover train was unable to pass by their location during the July 1 event due to the rough road surface and sharp turn off Bay St.

Lis McWalters provided her chair report, (copy on file).

8. Welcome Packages

Are to be distributed to Chris Cardy Imaging, Bell Canada, Sound Grace Pilates and FAD Design. Lis McWalter and Heather to be the presenters.

9. Advertising

In addition to the comments noted with guest comments by Kim Munroe, the Board expressed a concern that the DBA events and initiatives are not included in local publications such as Fun in the Sun. Kim agreed to provide the DBA with deadline dates for submission to these publications.

Action: Heather Steele to follow up with Kim to obtain these dates.

10. Administration Contract/Job Description

Has been moved to a meeting on July 18th, 5:45pm at Georgian Bay Software

11 DBA Office

Dan reported that space would be allocated at the Town Office for the DBA office. It would have a separate entrance at the back. Cost would be approx. \$11K for construction of the office. Options were tabled for discussion at a future meeting.

Action: Dan to invite Rob Mens to our next DBA meeting.

Adjournment 8:45pm

Moved by: Daryl McMurray

Seconded by: Shirlene Johnson

Carried