

***Downtown Parry Sound Business Association
Board of Management
Minutes of September 8th, 2011
Georgian Bay Software
42 Gibson St.***

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

Administrator: Heather Steele

Guests: Rob Mens, Town CEO
Fritz Distler, Distler Construction
Judy Kovacs, Representative of Harvest Share
Anna Marie Harris, Georgian Bay Country
Brenda of FAD

- 1) Call to Order: 6:05 PM
- 2) Approval of the Agenda for September 8th, 2011
That the Agenda for September 8th, 2011 be approved with the addition of #13
Harvest Share
Moved by Dan McCauley
Seconded by Shirlene Johnson
Carried.
- 3) Approval of the Minutes of July 14th, 2011
That the Minutes of July 14th, 2011 be accepted as presented
Moved by Daryl McMurray
Seconded by Dan McCauley
Carried.
- 4) Miranda Gilbert was introduced to the Directors. Miranda was hired as the
DBA/Chamber intern. As a joint venture Miranda will work for both parties over the next
year. On behalf of the DBA Miranda's initial focus will be on membership updates,
DBA boundaries, social media and website updates. Lis will supervise Miranda and
provide a monthly report to the Directors. In Lis's absent Angelika will assist Miranda.
- 5) Town CEO Rob Mens spoke to the Board about possible space at the Town office
building for the DBA. Discussion involved, possible location of the office, potential
growth and need for more space for town staff, cost to the DBA and tenure to ensure
recovery the cost to construct the office. Lis will prepare a letter for Council requesting
approval in principle for the DBA to acquire office space in the Town Building. In the
letter will be reasons why the DBA should be located in the town building. It was
recommended to strengthen the request, a deposition be presented to Council and the
Directors attend. Distler Construction has offered to donate time and materials for the
construction of the office with the understanding that a reasonable lease hold is approved
for the DBA to be in the office. Estimated construction costs will be presented to the
Board for a 10 x 12 / 12 x 12 office. (will not include electrical). This cost will provide
guidance on duration of lease hold.

- 6) Judy Kovacs of Harvest Share presented to the Board “Tea and Trees Event”. The event has individuals or businesses decorating trees. For an entry fee (\$8.00) a person is provided with Tea and 5 tickets, giving them the opportunity to win the items on the Tree. Event takes place (10-4) same day as the Christmas Parade (last Saturday in November) and follows up with their “Soup Event” Harvest Share is requesting the Board consider taking part and either purchasing a tree and /or decorating one as an organization.
Board moved to discuss later on the agenda (#13)

- 7) Anna Marie Harris of Georgian Bay Country made a presentation to the Board on the benefits of being a member, along with their accomplishment to date. The Board then reviewed what Rainbow Country provided for their membership. After discussion the Board felt each organization had different benefits and advertised in different locations. For maximum DBA coverage it was decided to renew Rainbow Country membership and join Georgian Bay. The board receives a discount on both memberships due to the fact the DBA is a Chamber member.

Anna Marie also updated the Board on “OPEN DOORS” this event involves giving access to the public to buildings of interest, promoting natural attractions in the area along with culture and Heritage buildings, all free. This event occurs off-season to encourage visitors to our area. A committee of community interest groups has been formed and the DBA will participate on this committee.

- 8) Administrator report: Item moved to end of meeting:

- 9) Events report:
Shirlene presented to the Directors was a written report on the Family Fun Day (on file) and lessons learned and community feedback will be taken into account in planning a similar event in the future. Over all it was recorded as a success.

Shirlene presented a concept for the fall Harvest event under the theme “I am thankful for...”. It Involves the community decorating light poles for autumn. (proposal on file). After discussion the Directors voiced concerns about, sufficient participation and whether this constituted an “event” or beautification. The benefit to the downtown is that with sufficient participation, there would be active involvement in the downtown by residents of Parry Sound and area. The decision was made that for this year, the focus would be on beautification, and the funds allocated for this event would be put to purchasing decorations for the whole DT. This will provide uniformity in the decorations. Lis and Angelika to talk to Peter Brown for information on how Huntsville decorated their Town and concerns with hay bales and corn stalks. They will purchase the decorations, set up a schedule for putting up, removing and supervise during the season.

Santa Clause Parade participation to be discussed at next meeting.

Directors requested that all proposed 2012 events be tabled in December meeting in order to meet advertising deadline and ensure inclusion in local publications.

- 10) Treasure report on file. In good shape. Nothing over budget. No concerns reported.
- 11) Chamber:
Perry reported 331 businesses are now Chamber members. Updated web site provides the Chamber to direct information to specific sectors. Has a new

visitors comment section, which has been used. Unfortunately several visitors reported derogatory experiences. This presented as an opportunity and challenge for the Chamber to report to specific businesses on feedback and to correct a bad impression in a timely fashion.

The Wednesday night concerts for 2012 will have to be reviewed in regards to cost for power used.

12) Chair report (copy on file):

Lis reported that we are still looking to find a leader for our marketing and promotions sub-committee and will be following up with potential candidates. We will be hosting a meeting for the members to obtain feedback on the various events and activities that we have undertaken over the past number of months. An editorial regarding the DBA membership survey was included in the July 2011 issue of Progress. The DBA has been invited as guest speaker at an upcoming Rotary Club meeting. The focus over the upcoming months will be on developing the strategic plan for the revitalization of the downtown.

13) Harvest Share: Board felt this was an excellent project to take part in. Miranda to put a report together for next meeting. To include cost of tree, decoration recommendation and options. (eg. business cards, stuffed animals, one or two trees)

8) Administrator Report:

Heather reported that there are no promotional items left except DT Bags. An up to date inventory list was prepared. Action Register reviewed and updated. Also reported new member (Corvettes) and that to date no welcome packages have been presented to any new member since November 2010. Suggested that email be sent to members like Fasenal building owner, Carpets n Colours, and Logan's on their façade improvements.

Correspondence:

Health & Wellness expo for September 13th, 2011 information to be emailed to members.

Garbage at the Fire Hall museum is still awaiting picked up. Town operations stated they would arrange. Also they have questioned about the Tree decorations being stored in the basement and what is being done with them.

MOTION: to accept the resignation of current Administrator Heather Steele, as of September 15th, 2011

Moved by Dan McCauley

Seconded by Perry Harris

Carried.

Membership to be notified by email (Lis to prepare) of Administrator leaving.

00) Adjournment:

Moved by Perry Harris

Seconded by Angelika Distler

Carried 8:40 PM