



**Downtown Parry Sound Business Association  
Board of Management  
Minutes  
September 19, 2013  
Georgian Bay Software**

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

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The board meeting of the Parry Sound Downtown Business Association was called to order at 6:33 pm by the chair, Lis McWalter.

1) **Resolution 13- 28**

“That the agenda for the board of directors meeting on September 19, 2013 is approved”.

Moved by: Dora Logan

Seconded by: Angelika Distler

Carried

2) **Resolution 13- 29**

“That the minutes from the July 24th, 2013 Board of Directors Meeting are approved”

Moved by: Claire Anderson

Seconded by: Angelika Distler

Carried

3) Administrator’s Report – Presented by Susan Hrycyna. A detailed report is on file. Highlights discussed include:

a) **Report Highlights**

- o An update was given on the status of Georgian Bay Country

b) **Correspondence**

- o Jackie Boggs forwarded an email she received from Annie Hinds inquiring about busking opportunities in the downtown. Susan replied to Annie’s email and suggested she submit her request to the DBA Board in the spring.
- o The DBA received an invitation to participate in the 10th Annual Walk for Community Safety on October 2nd at 4:30pm. Susan will participate on behalf of the DBA.
- o The Chamber of Commerce is holding their annual golf tournament on October 2nd.
- o The DBA board members were invited to attend a retirement party for Iain Lang on October 3rd at 5:30pm.
- o Susan and Lis received an e-mail from Mary Jane Zissoff inquiring about the outcome of our Chair auction. The board approved sending the artists a thank you card with a letter. Susan will also submit an article to paper acknowledging the artists and to let the public know how much money was raised and what the DBA will be doing with the money.

c) **Action Plan** – The Action Plan was updated

4) Financial Report: Presented by Angelika Distler – A detailed report is on file.

**Resolution 13- 30**

“That the Financial Report be accepted as presented”

Moved by: Claire Anderson

Seconded by: Dora Logan

Carried

5) Events Committee Report – Presented by Chair Angelika Distler and Susan Hrycyna. A detailed report is on file. Highlights discussed include:

- Friday Nights at the Dock – There was a discussion on the general purpose of this event. The board will discuss this in more detail when the events for 2014 are discussed.
- Georgian Bay Chairs – Detailed report on file.
- Georgian Bay Craft Fair –Detailed report on file. A detailed final budget breakdown will be prepared for the next meeting.
- Downtown Car Show – Detailed report on file. . A detailed final budget breakdown will be prepared for the next meeting.  
Wild Willie was recommended by some of the participants to provide music. He has been tentatively booked for the 2014 car show. He plays 50’s and 60’s music and acts as an MC. He charges \$350 for the entire day and is there from 7am until 4pm. Susan will confirm his booking with the understanding that if we decide to not go ahead with the car show his services will be cancelled.
- Pole Decorating Contest – For the Facebook contest, photos of all the decorated poles will be put on our FB page. The picture with the most likes will win \$100. Susan to take the pictures and Sean will look after uploading the pictures and promoting the contest.
- Light up the Park – It was suggested investigate showing the Christmas movie that was filmed for Hallmark at the event. We need to confirm if this is possible and if the movie cannot be released to us perhaps we can show some trailers. Lis to investigate.

6) Marketing Report

- Claire has been reviewing the new member Welcome package.
- The Win-Win promotion will begin in October instead of September so we have a month to promote it. The board members drew names for the businesses where someone will be awarded \$100 in downtown dollars. Susan will take some inside pictures of each location and give them to Sean so he will be ready to post them on the pre-determined date.

7) Revitalization Plan Update – Presented by Lis McWalter. A detailed report is on file. Highlights discussed include:

- Kiosk Revitalization – The kiosk makeover is now complete and the feedback from the community has been very positive. There was great community support for this project. Official thank yous will be done for the contributors. Lis will also write an article for the paper to publicly acknowledge them.  
Lis suggested we have a plaque on one of the rocks to read “Park designed and assembled by FAD Architects. Project sponsored by the Downtown Business Association”. The board agreed.  
Lis suggested we buy an extra “canopy” in a different colour so we can change the look of it every year. The board agreed and Lis will have Brenda look into what colours are available.
- Raised planters – Recommended locations were provided in the report. The planters will be built for spring installation and the look will follow the theme of the Kiosk planters. Recommended locations are one on each side of the entrance to the James St. parking lot and one on the corner of Seguin and James Street by Scotiabank.
- Juke’s Lane planter – This is on hold until the legal title changes to the property are finalized.
- Consumer and Market Study - Lis is still pursuing this study. The good news is the RED program is open again which may satisfy the requirement.
- TD Green Streets Program – Lis will work with Anne Bossart on preparing the grant.
- DBA Insurance – The required policies will be available for review in late October. A special board meeting will be scheduled to review them.

- Beautification Committee – In keeping with the downtown revitalization plan a Beautification Committee has been formed. The members are Lis McWalter (chair), Susan Hrycyna, Angelika Distler and Katharine Beatty. The first meeting has been scheduled.
- Brenda Ryan has put together some ideas to enhance the waterfront area (some areas are also part of the designated Downtown area) on behalf of the Waterfront Advisory Committee. In addition the committee is looking at a Wayfaring sign system. The plans would help provide a visual linkage from the waterfront into the center of the downtown. Lis will be working with her more on that and will have a presentation to show the board.
- Member's Ad hoc meeting – A date of October 9th at 8am at Country Gourmet was set. Susan will inform the members. Before the meeting Angelika will visit the downtown businesses to discuss and fill out the survey.

8) Claire Anderson had to leave the meeting resulting in a quorum not being met so the meeting was adjourned.

**Resolution 13- 32**

“The meeting is adjourned at 7:42pm”.

Moved by: Angelika Distler

Seconded by: Dora Logan

Carried

Next Meeting Date: Wednesday, October 9th at 6:30pm.

Further Informal Discussions held on the following topics:

- Dora asked if the trees near the falls could be trimmed to make the falls more visible.
- Dora asked if we could put a sign in Juke's Lane pointing out what there is to see and do in Parry Sound. This is a topic for next year's budget
- Dora would like to see a crosswalk at James Street and Mary St. as there is no designated walkway at the end of James Street. This matter is outside of the mandate of the DBA Board, however, we should bring this to the attention of the Town. Susan to draft letter and send to Lis for review.
- The location of the taxi stands currently park beside the Post Office has come into question. There are pros and cons to this location with no firm recommendation at this time.