# Downtown Parry Sound Business Association
# Board of Management
# Minutes
# October 9, 2013
# Georgian Bay Software

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

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The board meeting of the Parry Sound Downtown Business Association was called to order at 6:35 pm by the vice-chair, Daryl McMurray. Due to a previous commitment Lis McWalter joined the meeting late.

1) **Resolution 13- 33**
   "That the agenda for the board of directors meeting on October 9, 2013 is approved with the following additions under New/Pending Business:
   - Downtown Signage
   - Location of Taxis

   Moved by: Dan McCauley Seconded by: Dora Logan Carried

2) **Resolution 13- 34**
   "That the minutes from the September 19, 2013 Board of Directors meeting are approved".
   Moved by: Angelika Distler Seconded by: Dora Logan Carried

3) **Resolution 13-35**
   "That the minutes from the July 24, 2013 In Camera meeting are approved"
   Moved by: Daryl McMurray Seconded by: Angelika Distler Carried

At 6:45pm Lis McWalter to resume responsibilities as Chair

4) Administrator's Report – Presented by Susan Hrycyna. A detailed report is on file. Items highlighted include:
   a) Report Highlights
      - An update was given from the ad hoc member's meeting.
      - PS Power is unable to put up any more banners for us. Susan met with Calvin Epps from Parry Sound Energy and he prepared a quote to put up the remaining banners and light sprays. The cost would be $4100 plus taxes. Susan will ask Peter if the town is able to put up the six light sprays. If not, then Susan will explain to Calvin that we have $3776 left in our budget and see what he can do to work with us.
   b) Correspondence
      - Perry Harris sent a letter to Sue Sullivan at Jeans Unlimited resigning as a board member. Perry had provided previous notice via email to the DBA Chair.

- Brittany Mahnke expressing her interest in joining the DBA board. The Board was very receptive to this request and Brittany will be requested to provide a sponsor letter, from White Squall

c) Action Plan – The Action Plan was updated

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

**Resolution 13- 35**

"That the Financial Report be accepted as presented"

Moved by: Dan McCauley Seconded by: Dora Logan Carried

6) Events Committee Report – Presented by Angelika Distler and Susan Hrycyna. A detailed report is on file. Items discussed in detail by the board members are listed below.
   - Light up the Park – The Holiday Train is coming to Parry Sound earlier than usual. Susan to check to make sure it doesn't conflict with this event. It was suggested we hold a food drive during the event.

7) Marketing Report
   - Claire is working on finalizing the welcome package for new DBA members.
   - Claire is working on the colours of the banners and the logo.

8) Revitalization Plan and Chair Update – Presented by Lis McWalter. A detailed report is on file. Items discussed in detail by the board members are listed below
   - Kiosk - $4355 has been spent so far. There will be a few more minor expenses including a no smoking sign that Rob Mens has approved. A plaque will be made saying "Park designed and assembled by FAD Architects. Sponsored by the Downtown Business Association". One of the canopies is ripped. We will order 1 or 2 extras in different colours for future use.
   - Raised Planters - The raised planters will be done next summer. Lis requested the dollars allocated for them be deferred for expenditure into next year's budget.
   - Insurance Policies –Lis is still working on the policies and will schedule a board meeting to review them once they are complete.
   - Beautification committee meeting – At the first meeting the committee established their goals. Katrine Martine would also like to join this committee. Katharine Beatty also has someone else who would like to volunteer. Sean will be putting together a detailed drawing of the downtown showing all of the permanent fixtures.
   - Marketing Study – The goal is to proceed with approval for phase 2 NOHFC and rework the application for the FedNor funds. The goal is to get the funding for the consumer market study which will be leveraged to apply to the RED program which has been re-initiatied.
   - 2014 Budget – The Events Committee, Beautification Committee and Marketing needs to bring recommendations to the board before the special budget meeting to be scheduled in November.

9) New/Pending Business
   a. DBA Board – Lis received letter of resignation from Claire Anderson. Claire has offered to help in the future but due to current commitments cannot participate as a full time Board member.
   b. Councilor's Report – Dan will get the taxation report from Rob Beaumont. The land at the south end of town has been rezoned Highway Commercial. There were some covenants that have been removed and one of them was a market study which eliminates the need for the developer to assess the impact that any new commercial enterprise would have on downtown businesses.
   c. Website Launch – Daryl showed the board the new website. It looks fantastic and is now ready for information to be input onto the website. There are some significant benefits to the Downtown businesses with this site, including the ability to manage their own page. The website now requires population of data relating to all downtown businesses. This will be done with a 2 stage process. First specific information will be gathered from the businesses, it will then be populated, and then shown to each of the respective businesses to ensure the information is correct. The

businesses will be asked to sign off on the content of their page. Daryl will work with Sean over the next few weeks.

d. DBA Policies/Insurance – Covered under Chair Report. Susan will get a quote for coverage for the Light up the Park event.
e. Bridge Signage – Susan is meeting with John Este next week to work on the contract
f. Banners – Covered under the Administrator's Report.
g. Resolution for mileage reimbursement

**Resolution 13- 36**
"That the Policy for Mileage Reimbursement be accepted as amended"
Moved by: Daryl McMurray Seconded by: Angelika Distler Carried

h. Sidewalk crosswalk – At the previous meeting Board member Dora Logan had mentioned there is a safety a concern that there is no crosswalk between Don Cherry's and St. James United Church. Lis McWalter brought this forward again and the Board agreed that while this is not a undertaking that the DBA can take on, it is something that we need to bring forward as a concern. Susan will draft a letter to Council asking if they could they investigate putting in either a four way stop or a pedestrian crosswalk.
i. Downtown Signage – Dora would like a sign saying Business Section on Seguin Street when approaching James Street in both directions. The waterfront committee is looking at signage for the downtown and Lis will address this at the next waterfront committee meeting.
j. Taxi Stand – Dora brought forward a suggestion that the taxis moved to the Bobby Orr Community Centre. The Board considers that there are many pros and cons to the location of the taxis. No action will be taken at this time.

10) **Resolution 13- 32**
"That the meeting is adjourned at 8:50 pm".
Moved by: Daryl McMurray Seconded by: Angelika Distler Carried

Next Meeting Date: Wednesday, November 13 at 6:30pm.

Minutes recorded by Susan Hrycyna, Executive Administrator