

**Downtown Parry Sound Business Association
Draft Minutes
October 11, 2012
Georgian Bay Software**

Present: Angelika Distler, Lis McWalter, Dan McCauley, Perry Harris, Daryl McMurray,
Claire Anderson, Shirlene Johnstone

Staff: Susan Hrycyna

The board meeting of the Parry Sound Downtown Business Association is called to order by Chair Lis McWalter at 6:03pm

1) **Resolution 12-37**

“That the agenda for the board of directors meeting on October 11, 2012 is approved”

Moved by: Angelika Distler

Seconded by: Shirlene Johnstone

Carried

2) **Resolution 12-33**

“That the minutes from the September 20, 2012 board of directors meeting is approved”

Moved by: Perry Harris

Seconded by: Dan McCauley

Carried

3) Correspondence

- A notice was received from the Town of Parry Sound regarding an open house concerning a proposed Official Plan. This will be held in the Council Chambers on Saturday November 10th, 2012 from 1-3pm. This meeting is open to the public.
- Melissa Thomson from Bearly Used Books sent an e-mail with some ideas to help answer the question “What is there to do in Parry Sound”. The board members thought this would be very beneficial and Susan is going to contact Anna Marie from Georgian Bay Country. This could be something the DBA can put together with GBC.
- The Huntsville Chamber of Commerce is offering a Celebrate Ontario Information Session for Festival and Events. This session will provide information on completing funding

4) Administrator’s Report – Susan Hrycyna. Detailed report on file. Items discussed in detail by the board members are listed below

- There have been lots of compliments about the fall decorations in the downtown. Nine poles were decorated for the contest.
- Perry mentioned that the Welcome to Parry Sound sign by Orr’s has been tagged. There is some graffiti cleaner in the office. Susan to contact Peter Brown about cleaning off the sign.

5) Action Register Update – The action register was updated and the following points were discussed

- The proposal for a rewards program for shopping downtown was discussed. Perry mentioned that North Bay has a great rewards program that they are currently using. Perry is going there next month and will find out more information.
- Susan brought in a newspaper article about a teenager in Sequin who spray paints murals on buildings. It was decided Susan needs to find out if CN will even let us paint the train bridge before we go any farther.

6) Financial Report: Angelika Distler – Detailed financial statements are on file

- We went over budget on the Harvest decorations, but we are under budget on other items for beautification.
- 7) Chamber Report: Perry Harris
- A survey was sent out to Chamber members to get their input on Chamber initiatives and what they would like to see in the upcoming year. The response was excellent and highlights will be shared once compiled.
- 8) Chair Report: Lis McWalter – Detailed report on file. Items discussed in detail by the board members are listed below.
- Dan wanted to point out that at the last council meeting he reported that Peter would be putting recycling bins into the next budget. Susan cleared this up and said she reported that Peter would only attempt to put it in next year’s budget.
 - The board members discussed the council meeting with the parking meter rate increase. Lis said she really appreciated Dan and his support for the DBA. Lis did an interview with Cogeco TV.
 - Lis has scheduled a meeting with Ron Begin of FedNor re potential grants for the consumer/market study in support of the economic development strategy as part of the revitalization plan. A meeting with Larry Taylor, NOHFC was held earlier in the month.
 - The boundary request has been submitted to Rob Menns and will be on the agenda for the next council meeting.
 - We will be putting up the Christmas garland and bows on Friday Nov 9th at 11am.
 - REDAC held a strategy session in September. They have identified specific locations that are considered ready for development and the downtown is considered one of these areas.
 - The budget needs to be approved by the end of December. Lis reminded everyone to get their requests into Angelika before November’s meeting. The only exception will be the streetscaping budget request which will be available for December.
- 13) Website & Logo Design Update
- Daryl presented a mock up of what the new web site is going to look like. .
 - Under each member’s page they will have a link of services and activities they offer as well as a list of items available to be purchased from that business. Every member will be able to update their own list of items and services. There will be a time out feature so if they don’t update their page every month the activities and items will disappear.
 - Daryl “tweaked” the current DBA logo and everyone liked it. He is going to make a few changes to it and have it ready for the next meeting.
- 14) Downtown Banners – the board members discussed banners for the downtown area.
- The existing brackets are parallel to the street. Can we move the brackets lower and in the opposite direction? This would make the banners more visible and also would enable us to change them ourselves? Susan to ask Peter if this can be done and how much it would cost per pole.
 - We need to make sure the banners will last. Susan has requested fabric samples from the two companies.
 - There was a discussion as to whether or not we should put the GBBR’s logo on the bottom of the banner. There is a bylaw stating that only the DBA’s banners can be put up with the DBA boundaries. It was decided we would not include their logo.
 - Susan showed the board some pictures of other town’s banners that she printed off. Everyone like the red banner. It was decided we would have the same banners in three colours - red, amber, and royal blue. The banner will say either “Welcome” or “Downtown” with the Georgian Bay tree up above. We will also add a smaller graphic on the bottom left

