

***Downtown Parry Sound Business Association  
Board of Management  
Minutes of January 19, 2012  
Georgian Bay Software  
42 Gibson St.***

Present: Lis McWalter, Perry Harris, Angelika Distler, Dan McCauley

Regrets: Claire Anderson, Miranda Gilbert, Daryl McMurray, Shirlene Johnston

Guests: Maryellen Swan & David Harmon (owners of new business Destination Surf)

Administrator: Susan Hrycyna

- 1) Call to Order: 5:37 PM
  - Lis welcomed our new members from Destination Surf and our guest speakers
  - The Board noted Daryl's absence and send their best wishes for a speedy recovery
- 2) Approval of the Agenda for January 19, 2012

The Agenda for January 19, 2012 is approved noting the date should be changed to January 19, 2012  
Moved by Perry Harris  
Seconded by Dan McCauley  
Carried
- 3) Approval of the Minutes of December 8, 2011

The Minutes of December 8, 2011 are accepted as presented  
Moved by Dan McCauley  
Seconded by Angelika Distler  
Carried
- 4) Guest Speakers  
Brittany Mahnke – Georgian Bay Biosphere Reserve

Brittany explained that the goal of the Georgian Bay Biosphere Reserve's Charter program is to increase awareness and to educate the general public about the GBBR. When a business becomes a charter member they receive a beautiful poster to display that outlines the GBBR's values. This charter will show the public how committed they are to protecting this unique designation of our area. It will help to educate the community. Once a business joins they will have access to green workshops offered by the GBBR. The official Charter program launch night is on March 1st. There will be guest speakers, and four area restaurants will be providing appetizers.  
Brittany asked if the DBA would like to become a partner.

**Motion:** "For the DBA to become a partner with the Georgian Bay Biosphere Reserve in their Charter Membership Program"  
**Moved by:** Perry Harris    **Seconded by:** Angelika Distler  
**Carried**

Andrew Ryeland - Bear Claw Tours – ATV Spring Jam

It will be held on April 27 & 28 and is based out of the Foley Fairgrounds. People usually arrive Thursday night and don't leave until Sunday. 75% of the participants have never been to Parry Sound. During the event ATV's have permission to run on all public roads in and around Parry Sound. The entrance fee is \$150 and for that they get to participate in the poker jam, have dinner catered by The Log Cabin and ride in the Rumble Ride through town on Friday night.

We all need to ensure there is a welcoming attitude throughout the community.

**How can the DBA help?** Offer the opportunity to be a poker jam dealer to our membership. The cost is \$250. The participants will come into the businesses to get a stamp on their poker card. This guarantees

these people come in your front door. Many places set up a display that is specific to the sport. They will also be listed on the Spring Jam website.

There are usually about 40 “poker” stops. Andrew would like to see more restaurants as poker stops as well as stores that carry items specifically for ATVers.

On Friday everything happens downtown, the poker ride and the Rumble ride at 6pm. There is also a “Tracks for Breast cancer” ride as well.

Each participant receives a goody bag on Thursday night. The DBA can donate something to put in (maps, a list of businesses, possibly a downtown dollar).

#### Anne Bossart & Brenda Ryan – Streetscaping Committee

Lis introduced Anne Bossart and Brenda Ryan as significant contributors to, and members of the Streetscaping Committee. The committee has met several times to develop a plan for the Downtown. The plan is part of the DBA Downtown Revitalization/Enhancement Plan. The purpose of the presentation was to share with the Board the concepts that are under development which include permanent planters and pop-up gardens. Also, the Streetscaping team are developing proposals for signage and façade enhancements. These enhancements will be subject to Board approval, in some cases by-law changes, and agreement in principle by the membership. The proposals will be reviewed at the DBA Annual General Meeting that will be scheduled for the late May early June timeframe.

The proposals presented were met with enthusiasm by the board members. Everyone was in agreement that both of these ideas will greatly enhance the appearance of the downtown area. It was also noted that it will be a long term project that will take a number of years to fully implement.

#### 5) Correspondence and Administrator’s report

- We received an e-mail from the Chamber offering advertising in their Business Directory. 3,000 directories will be distributed to all accommodation establishments.

**Motion:** “To purchase a half page ad at a cost of \$250”

**Moved by:** Angelika Distler

**Seconded by:** Dan McCauley

**Carried**

- Susan received an e-mail from Susan Poole (40 Bay Street B&B) asking for more maps and giving us some feedback about our “Bands on the Dock” event.
- After speaking with Janet Ferris (PS Sewing Centre) Susan received an e-mail regarding the ice build up in the downtown area. Susan forwarded the e-mail to Peter Brown. Janet sent Susan an e-mail saying the area of concern had been cleared.
- Susan received an e-mail addressed to Shirlene from Emmie-Lee Bowman. She would like the opportunity to perform at our Bands on the dock event. Susan to forward to Shirlene.
- Susan received an e-mail from Tammy Purdy. She asked if the DBA wanted to provide input in the form of a letter into the creation of a No Smoking by-law prohibiting smoking at all town outdoor recreation facilities. Susan will ask if there are any other implications with this.

Administrator’s Report – Presented by Susan Hrycyna. Detailed Report on file. Highlights are:

- Organized an information meeting for property owners affected by proposed boundary changes
- Attended many meetings – events planning with DBA board members, ad hoc meeting with businesses owners re: events in 2012, Door Open meeting to choose the 10 places to be featured in the Doors Open guide.
- Met with Peter Brown and Lis to discuss hanging baskets, planting and watering required for the 2012 season.
- Susan reported that the garland and bows will be taken down during the next warm and dry spell and Miranda will assist. This will be done after we secure the rental of a storage unit. The bows may not survive for next year, but the garland will be stored.

#### 6) Action Register

- It was reviewed and updated.
- 7) Intern Report – Detailed report on file.
    - Miranda created a Facebook page with information on the DBA’s history, values, mission and pictures. The board reviewed the draft Social Media Policy that was sent out ahead of time. The DBA Board agrees in principle to accept the draft policy that will be used to govern our social media strategies. The policy will be updated as needed.
    - Miranda set up a twitter account and also looked into blogging.
    - Susan presented some figures from Facebook and Twitter. We currently have 16 people who like the DBA and 10 people who “are talking about us”. Susan explained how anyone on facebook can invite their friends to like the DBA’s facebook page. We have 19 followers on Twitter.
    - All members are encouraged to go onto the DBA facebook at <http://www.facebook.com/PSDBA>
  - 8) Treasurers Report – Presented by Angelika Distler. Detailed Profit & Loss Budget vs. Actual Statement on file
  - 9) Marketing & Promotions report
    - Claire is starting to think about marketing and promotions for next year.
  - 10) Events Report
    - In Shirlene’s absence there was nothing new to report regarding events for 2012. The proposed events will be tabled at the budget meeting.
  - 11) Chamber Report – Presented by Perry Harris. Detailed report on file.
    - The Chamber held their AGM last night.
    - The Chamber has 2500 recycled cloth bags. On one side it says “Imagine.....all the Parry Sound area has to offer”. Underneath are the logos of CDBC, Chamber of Commerce, and GBC. These bags are meant to be given out to groups with participants who are not from the Parry Sound area.
    - The Chamber is assisting with the GBBR’s charter launch.
  - 12) Chair Report – Presented by Lis McWalter. Detailed report on file.
    - Lis noted the Downtown Revitalization/Enhancement plan is progressing well and will be ready for the Board to review in the May/June timeframe and available for presentation at the AGM Annual meeting.
    - Lis met with Artists Around the Sound, Jane Jones. Lis was invited to speak to them at a future meeting.
    - Lis and Susan facilitated an ad hoc meeting with Toni (Above & Beyond), Diane (Florence’s Finery) and Jim and Christine (Country Gourmet). Susan briefed the board members on some key points that were discussed. The members felt there should on be “one” event per weekend. They also asked if we could talk to the town bus companies to see if they could make a stop in downtown instead of going straight to the Island Queen and leaving directly following their cruise.
    - The DBA conducted two Downtown boundary information sessions. We had positive feedback from both property owners especially on the Social Media and website aspect.

**Motion:** “To proceed with a request to the town for a bylaw change to update our boundaries to reflect the changes on the map”

**Moved by:** Angelika Distler

**Seconded by:** Perry Harris

- We need to make a decision about our office space. It was decided we should continue renting the office space where we currently are.
- Susan received a quote for a storage unit at Dunn’s Self Storage. It was decided the DBA needs to rent a storage unit mostly due to the fact that it is too hard carrying things up and down the stairs in the old fire hall.

**Motion:** “To rent an 8’x14’ unit at Dunn Self Storage subject to confirming content insurance either through Dunn Storage or an independent broker”

**Moved by:** Angelika Distler                      **Seconded by:** Dan McCauley  
Approval will be via email once content insurance is arranged

- Lis spoke with Daryl about changing over to a VIOP telephone system. The new system would be significantly cheaper and offers better features such as converting voice mails to e-mails. Susan to work with Daryl to implement this system.

13) New Business

- Downtown Dollars

Susan presented a proposal (on file) for a year round Downtown Dollar program. She will present a more detailed proposal at the next meeting.

- Prep for Budget Meeting

Everyone should start preparing their requests for the 2012 budgets.

14) Adjournment

The meeting was adjourned at 8:18pm

Moved by Perry Harris

Seconded by Dan McCauley

Carried

Next Meeting: Thursday February 9th, 2012

6:00pm

Georgian Bay Software