

***Downtown Parry Sound Business Association
Board of Management
Minutes of November 10, 2011
Georgian Bay Software
42 Gibson St.***

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

Regrets: Angelika Distler

Staff: Miranda Gilbert

Administrator: Susan Hrycyna

- 1) Call to Order: 6:06 PM
- 2) Approval of the Agenda for November 10, 2011
The Agenda for November 10, 2011 be approved with the addition of
 - Update on DBA's desktop computerMoved by Dan McCauley
Seconded by Daryl McMurray
Carried
- 3) Approval of the Minutes of October 13, 2011
The Minutes of October 13, 2011 be accepted as presented
Moved by Dan McCauley
Seconded by Perry Harris
Carried
- 4) Lis welcomed Susan Hrycyna as the Executive Administrator. She started Monday November 7, 2011 and will be working in the office every Wednesday from 9:30-4:30 as well as other days as needed.
- 5) Action Register and Correspondence.
 - The Action Register will be handled by Susan. It was reviewed and updated.
 - Jack Lawson from North of Muskoka Embroidery sent letter asking that Claire Anderson act as their representative on the DBA board. Susan will send letter to council requesting Claire's appointment and approval as a DBA director.
 - We received a contract from GBC for a full page ad in the GBC guide. Angelika and Lis sent Anna Marie an e-mail to clarify the price. The amount paid in last year's add is already in this years budget so does not need approval. The invoice will be paid after clarification.
 - There will be a Moonlight madness sale on Fri. Nov. 17th. There will good presentation from the downtown businesses. Sue (Jeans Unlimited) has asked if we will assist with radio promotions. She is asking for \$300.00. The Board will request that we add the Light Up the Park event to the ad?

Motion: "To contribute \$300 towards a radio ad for Moonlight Madness Sale on Friday November 17, 2011"

Moved by: Perry Harris

Seconded by: Dan McCauley

- The Town of Parry Sound has asked for a DBA rep for the Civic Pride committee. Lis recommends Susan for this position. Susan accepts and will inform April McNamara.
- The Town of Parry Sound is looking for a DBA rep for the Youth Centre committee. Miranda would like to have this position and the board agrees. Susan will inform April McNamara.
- Rob Mens sent the initial lease agreement for DBA office space in the township office. Angelika, Lis and Dan will work with Rob on this agreement. It is too preliminary to report on.

- 6) Intern Report – Presented by Miranda Gilbert. Detailed report on file.
 - Cornstalks have been taken down. The decorations were well received by all. Next year we should be prepared to put them up as soon as we receive them. They should be tied on better and we need to add some colour. Susan to look into costs for ribbon or leaves for next year.
 - Garland and bows have been ordered for Christmas. They will be put up on Saturday November 12th. Volunteers will meet at GB Software at 10am.
 - We are participating in Tea & Trees. Judy Kovacs of Harvest Share has given us 2 trees to decorate. One will have a teddy bear theme for children. The second one will have items from the downtown businesses. Miranda will complete a walk around to downtown businesses to make sure they are all aware of this initiative and have the opportunity to participate.
 - Miranda has a slide show and spreadsheet ready to present to Lis, Daryl, Claire and Susan regarding a potential social media strategy for the DBA. The meeting will be scheduled.

- 7) Events Report – Presented by Shirlene Johnstone. Detailed report on file.
 - Susan will join the Events Committee.
 - Light up the Park is on Friday December 2nd. Start time will be 6:30 p.m. with lights going on at 7:00 p.m. Santa (John Peters) will be coming, the Trinity Anglican church choir will sing Christmas songs as well as the Parry Sound singers. Prizes (downtown dollars) will be drawn as well as a draw from those present for the person to pull the light switch. The Legion will supply hot chocolate and State Farm Insurance will look after tents.
 - The Santa Claus Parade is on Saturday November 26th. The DBA will participate.
 - Bands on the Bay. Shirlene and the Events team are looking at options for this for next year. Will be presented at a future meeting.
 - There was some discussion on the request to put the Doors Open location on the Downtown Map. It was determined that since the Doors Open places may change, it would be best to list the locations.

- 8) Treasurers Report – Lis gave out a Profit and Loss Budget vs. Actual statement. There were no comments or questions.

- 9) Chamber Report – Presented by Perry Harris. Detailed report on file.
 - The Chamber of Commerce now has a full board with two new members.
 - The PS Area Business Directory is almost completed. Once it is finalized they will provide selected association's administrators with an access code to review the information.
 - The old MTO office has been redecorated. The room will be available for association meetings and also will be available to rent.
 - E-flyers are now available to the businesses for a charge. This is a way to send out flyers to all other businesses.
 - The Chamber has canvas bags available for groups to give out to people who come to PS but are then leaving. Logos (CBDC, GBS and Chamber of Commerce) are on one side of the bag. Groups can print on the other side. The purpose of the bag is to promote the WPSD.
 - Confirmed upcoming events:
 - 114th AGM is on January 18
 - Presidents Gala and Business Awards – April 14
 - Home & Cottage Show – June 22&23
 - Great Lakes Excursion Club – July 14-19. Over 100 luxury yachts will be coming to PS. They will need more power at the docks. Perry is working with Lynn to see what they can do. There is the possibility of this group contributing money to make this happen.
 - Great Race – June 25
 - In Water Boat Show – August 25

- 10) Community Communication Breakfast Report – Presented by Susan Hrycyna. Detailed report on file.
 - This is the first such meeting since the summer and area groups represented were the Town of Parry Sound, Chamber of Commerce, Georgian Bay Tourism, the Business Center and the DBA.

- 11) Chair Report – Presented by Lis McWalter. Detailed report on file.
- Met with Lynn Middaugh and Perry Harris to discuss potential opportunities to collaborate on economic development initiatives.
 - Attended 2012 Festival meeting. Festival planned for the weekend of Sept. 29. Shirlene will handle DBA participation.
 - Met with Peter Brown and Anne Bossart re the proposed plans for perennial planting for 2012. Anne to draw up the plan and present to the board. Susan to meet with Peter to discuss hanging planters for 2012.
 - Invited to a Rotary Club luncheon on November 8 to present an update on the DBA. It was very well received.
 - Work progressing well on development of the Downtown Revitalization plan.
- 12) New Business – Downtown Boundary Project - Presented by Lis McWalter. Detailed report on file.
- The Board reviewed the preliminary report developed for the project which included the municipal requirements, key steps, and criteria for updating boundaries. Key next steps as well as potential changes were discussed and action items reflect these. Expect to invite all businesses that may be impacted to a meeting in early January with a deputation to Council the second week in January.
- 13) Adjournment
- The meeting be adjourned at 8:35pm
Moved by Shirlene Johnstone
Seconded by Perry Harris
Carried

Next Meeting: Thursday December 8th, 2011
6:00pm
Georgian Bay Software