

**Downtown Parry Sound Business Association
Draft Minutes
November 15, 2012
Georgian Bay Software**

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

Regrets: Shirlene Johnstone, Daryl McMurray

Staff: Susan Hrycyna

The board meeting of the Parry Sound Downtown Business Association is called to order by Chair Lis McWalter at 6:04pm

1) **Resolution 12-41**

“That the agenda for the board of directors meeting on November 15, 2012 is approved with the addition of”

- Clarification on the name “Town Centre” vs. “Downtown”

Moved by: Perry Harris

Seconded by: Angelika Distler

Carried

2) **Resolution 12-42**

“That the minutes from the October 11, 2012 board of directors meeting is approved”

Moved by: Angelika Distler

Seconded by: Claire Anderson

Carried

3) Correspondence

- A request from Harvest Share to participate in Festival of Tree’s was received. The board members set a budget of \$150 for this event. Susan will purchase a pre-lit tree and decorate it with a maximum of \$70 in downtown dollars.
- Susan contacted Timothy Dunn to see if he would let the DBA use his empty store front at 63 James St. for a Hospitality Store. Susan will contact non profit groups to see if they are interested in using the space to provide gift wrapping in exchange for donations.
- An e-mail was received by Becky Pollock from GBBR with regards to the banners the DBA is having made. It was read to the board members.
- An e-mail was received by Emily Bell, owner of The Hemp Tent. She had a special promotion she wanted promoted on our facebook page and asked for ballots and wish lists in order to participate in Ladies Shopping Weekend. Susan will let her know that at because her business is outside of the DBA boundaries we are not able to promote her business on our facebook page, or give her items for Ladies Shopping Weekend.
- An e-mail was received from Peter Van Druin with regards to the location of the Salvation Army van’s location on Friday nights. The board discussed the current location of the van and although the board supports their community service in the downtown it should not be located in front of the stores. Lis to talk to Peter at Light up the Park to see if we can work out a new location. Susan will e-mail Peter Brown to see if there is another location with a suitable power source.
- An e-mail was received from Anna Marie, GBC, looking for funding for Doors Open 2013. The DBA had set aside \$500 for Doors Open 2012 maps. The maps were paid for with a LIP grant and the DBA money was not needed.

Resolution 12-43

Motion: “That \$500 from the 2012 budget is used to pay a portion of the registration fee for Door’s Open 2013”

Moved by: Dan McCauley

Seconded by: Claire Anderson

Carried

- 4) Administrator's Report - Susan Hrycyna. Detailed report on file. Items discussed in detail by the board members are listed below
 - Susan is applying for a Celebrate Ontario Grant for Ladies Weekend 2013. She is asking for \$40,000 to create an enhanced event on May 3-5.
 - Light up the Park – Daryl, Lis, and Angelika will help with the event; they will meet at the park at 6pm.
 - Santa Claus parade – to meet in the condo's garage at 10am on Saturday to decorate float.
 - Men's Shopping Week – There will be five draws for \$50 downtown dollars

- 5) Action Register Update – The action register was updated and the following points were discussed
 - The snowflake banners have all been put up. Susan also pointed out the light sprays on the main street are all working now.
 - Susan was in contact with CN about painting the train bridge where it crosses Bowes Street. There is quite a significant cost because we have to pay for flagging and application costs. Susan to forward the information to Dora Logan to see if she is interested in trying to raise money for this project.

- 6) Financial Report: Angelika Distler – Detailed financial statements are on file
 - We should have some money left over from this year's budget that we can use for next year's budget

- 7) Chamber Report: Perry Harris
 - The Chamber is undergoing their year in review right now. One director has resigned. The board has appointed Andrew Vitch from Sunnypoint as a new director. Six workshops and seminars have been scheduled between now and February. Chamber membership is at 375 with a 96.5% retention rate which is very high.

- 8) Chair Report: Lis McWalter
 - Revitalization plan – Lis has submitted the first phase of the application process for a consumer and market study. This was submitted through Lynn Middaugh and the Town of Parry Sound. Lis asked for \$60,000 which would mean the DBA would be responsible for \$5,000. The DBA will be the key contact in the application.
 - Council approved a bylaw allowing the boundary changes to move to the next stage. This will happen in the New Year.
 - We have been approved to share an intern with GBC.
 - Lis has been working with the street scaping team on plans for 2013. They have discussed ideas around pop up parkettes and Lis will be meeting with Peter Brown next week to discuss further.

- 13) Old (Pending) Business
 - Website & Logo Design Update – Postponed until the next meeting
 - Banners
 - Susan received quotes from 4 different companies – Global Printing, Aben Graphics, Flags Unlimited and Habitat Hamilton. The board accepted the quote from Global Printing. It was decided to have "Downtown" not "Welcome" on the banners and this will be printed in white or black. The tree should look more like a "Georgian Bay Pine tree"
 - The fabric samples were looked at and the white vinyl type fabric was chosen
 - The banners will be ordered with a sleeve on the top and bottom. This should hold the banners more securely and make them last longer
 - Susan to talk to Peter Brown about the cost of adding a second bar for the bottom sleeve.

- A suggestion was made to put up Canadian flags on the bridge over the Seguin River.

14) New Business

- Preliminary Budget review
 - The events budget was discussed. The two Music and Food on the Street events were cancelled.
 - Susan had some marketing and promotional ideas. She showed a picture of a large 6'x6' sign that Bracebridge puts in an empty store front window to promote the town and upcoming events.
 - Susan would like to have some brochure holders similar to what Bracebridge uses installed around town.
 - Susan suggested we offer to buy "Butt out" stations throughout the downtown. She had found some on line that attach to buildings but has since found some that are freestanding.
 - There was a discussion about printing maps. Perry said there is a map the chamber uses and we can modify it and then copy it to give out as needed
 - Susan showed a rack card that Bracebridge gives out listing all of their upcoming events. It was agreed that this would be worthwhile for us to do every spring.
- Associate Memberships – Postponed until the next meeting
- At a recent Town Council meeting, the question was raised as to whether the downtown core should be called the "Downtown" or the "Town Centre". The decision was deferred to the DBA Board.

Resolution 12-44

Motion: "That the DBA board of directors voted unanimously to have the downtown core of Parry Sound called the Downtown not the Town Centre"

Moved by: Claire Anderson Seconded by: Perry Harris Carried

15) Meeting adjourned at 8:30pm by Perry Harris.

Minutes Recorded by: Susan Hrycyna, Executive Administrator

Next Meeting

Date: Wednesday December 12, 2012

Time: 6:30pm

Location: GB Software Rear Entrance

Approved by Chair

Date