

*Downtown Parry Sound Business Association
Board of Management
Minutes of December 8, 2011
Georgian Bay Software
42 Gibson St.*

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

Regrets: Shirlene Johnston

Staff: Miranda Gilbert

Administrator: Susan Hrycyna

1) Call to Order: 6:06 PM

2) Approval of the Agenda for December 8, 2011

The Agenda for December 8, 2011 be approved with the addition of

- Membership ad hoc meeting
- 2012 Budgeting process
- DBA office
- Booth at trade show
- Deputation for council
- Hospitality Store

Moved by Perry Harris

Seconded by Angelika Distler

Carried

3) Approval of the Minutes of November 10, 2011

The Minutes of November 10, 2011 be accepted as presented

Moved by Daryl McMurray

Seconded by Perry Harris

Carried

4) Lis welcomed Claire Anderson. Her appointment to the DBA board was approved by council on Tuesday December 6, 2011.

5) Correspondence and Administrator's report

- A letter was received from Lynn Middaugh (Director of Economic Development and Leisure Services, Town of Parry Sound) thanking Lis McWalter for her testimonial for the Video Tour of Parry Sound.
- Susan received an e-mail from Jay Krause asking for sponsorship for the PSHS Inprov team. This will be forwarded to the membership.
- Miranda received a thank you card from the Harvest Share's Tea and Tree's Committee thanking her and the DBA for supporting this event. A Certificate of Appreciation was also received.

Administrator's Report – Presented by Susan Hrycyna. Detailed Report on file.

- Helped decorate the downtown area with garland and bows.
- Worked with Jim at Parry Sound Power to get the Christmas lights working in Market Square Park.
- Worked with Fran at Aquagraphics to design and print downtown dollars to give away at Light up the Park.
- Lent out the popcorn machine to Brokerlink. They will be making a \$100 donation to the DBA to cover the cost of supplies.
- Attended Georgian Bay Biosphere's Charter Launch planning session and am now a member of the steering committee for the launch event.

- 6) Action Register
 - It was reviewed and updated.
- 7) Intern Report – Presented by Miranda Gilbert. Detailed report on file.
 - Helped put up holiday decorations and handed out flyers for Light up the Park
 - Arranged decorations and donations from businesses for 2 trees for Harvest Share’s Tea and Trees Event. Received over \$800 in gifts and donations.
 - Created a social media presentation.
 - Learning to update the DBA’s website.
 - Updated map with the revised proposed boundaries.
- 8) Treasurers Report – Presented by Angelika Distler. Detailed Profit & Loss Budget vs. Actual Statement on file
 - We are looking good financially and should not go over budget. Angelika will report at the next meeting how much money will be left in the bank on December 31, 2011 so we can start planning our next budget.
- 9) Events Report
 - There will be an events planning meeting with the board on Wednesday Dec. 14th at 6:00pm at GB Software.
- 10) Chamber Report – Presented by Perry Harris. Detailed report on file.
 - Information went out to members via e-mail about the Lifestyle trade show on June 22nd & 23rd. It will be held at the BOCC. Booked 32 exhibits already after 1 day. After Jan 15th the booths are open to everyone to rent.

Motion: “For the DBA to have a booth at the Parry Sound Lifestyle Show”

Moved by: Daryl McMurray

Seconded by: Angelika Distler

- Business directory should be printed by April and will be done every year from now on now.
- 11) Chair Report – Presented by Lis McWalter. Detailed report on file.
 - Positive feedback from several businesses and area residents for the Downtown decorations.
 - Thank you to everyone for helping with Light up the Park, Tees and Trees, Santa Claus Parade etc.
 - Met with Lynn Middaugh to discuss initiatives of mutual interest with the Town and DBA.
 - Participated in the strategy session with Georgian Bay Biosphere for launching their charter.
 - Represented the DBA in the Cogeco community broadcast.
 - Met with Rob Mens regarding the draft lease agreement for new office space.
 - 12) New Business
 - Membership Ad hoc meeting – Agreed we do more of these informal meetings with our membership to find out what they would like to see happening? It was recommended we conduct these once per quarter. The next one will be the second week of January on Wednesday.
 - Think Local Advertising – Discussion regarding the DBA’s strategy for the think local advertising. Last year the DBA promoted on its own through radio advertising. This year, it was decided that we would team with the Town and Chamber on the local program.
 - 2012 budgeting process – Lis presented a 2012 Budget Considerations & Process handout. This should help the various committees make their plans for 2012 using the amounts from previous budgets. Copy on file.
 - DBA office in township offices – Lis, Dan and Angelika met with Rob Mens from the township. Lis will send lease agreement to board members to review and input.

- New boundaries - The newest boundary lines were reviewed. The plan is to conduct an informal information meeting for the owners of the proposed additions in January. Tentative date is January 11th. There will be 2 sessions, 10am and 7pm.
- Social Media – Many DBA’s are now using social media. This is something that could really provide value to our membership. Miranda will create a FB page and set up twitter by next Wednesday. It will be a closed page for board members only for the first few months. We will review at January’s meeting and make a formal motion to proceed.
- DBA Website - Right now it has a basic membership database. To add functionality Daryl could add longitude and latitude for each business and then they would show up on Google maps. The businesses would be given a login name and password so they can go on the website to maintain and modify their information. This puts the onus on them to keep their info up to date. Daryl is adding a layer of permission. This means any changes made have to be approved by administrator before they actually go up on website. Daryl wants to create an activity database with generic categories. Daryl wants to have a featured activity would show up on main page with a different activity showing up each time the main page shows up. Business can put up items (for sale), there will be a stale date that will automatically remove the item unless the business updates the item. A link to a businesses website can be put on. There will be policies for the use that will be generated by Miranda and Daryl. Daryl hopes to have this up and working for Miranda and Susan to work with by mid January.
- Special projects presented to council - Should we consider making a presentation to council as to what we are thinking of doing regarding street scaping, gardens, social media, boundaries, parking etc. It was determined that it may be too early and that the subcommittees should progress ideas further and present to the Board. Will invite the street scaping team to our January board meeting
- Georgian Bay Visitors Guide Ad – We would like A QR code can be put on the ad.
- Downtown Dollars – Differed to next meeting.

13) Adjournment

The meeting be adjourned at 8:42 pm
 Moved by Angelika Distler
 Seconded by Perry Harris
 Carried

Next Meeting: Thursday January 12, 2012
 6:00pm
 Georgian Bay Software