



**Downtown Parry Sound Business Association  
Board of Management  
Minutes  
September 10, 2014**

Present: Dan McCauley, Dora Logan, Daryl McMurray, Sue Sullivan, David Coles, Jim Shaw  
Regrets: Sanjay Patel, Cathy Downing  
Guests: Fran Whittaker, Ann Daleman, Sylvia Daleman, Angel McMurray  
Staff: Susan Hrycyna

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The board meeting of the Parry Sound Downtown Business Association was called to order at 6:45pm by the Chair, Daryl McMurray

1) **Resolution 14-70**

“That the agenda for the board of directors meeting on September 10, 2014 is approved with the following additions and changes”

- Shuttle bus for Pearl Mist Cruise Ship
- The Financial report will be presented after #3

Moved by: Sue Sullivan                      Seconded by: David Coles                      Carried

2) **Resolution 14-71**

“That the minutes from the August 13, 2014 Board meeting are approved”

Moved by: Dan McCauley                      Seconded by: Sue Sullivan                      Carried

3) Fran Whittaker from Aquagraphics

- Fran presented some design concepts for our highway billboard sign. She pointed out that whatever you want to stand out you make the biggest. She suggested we cut out the top of the logo so the shape stands out. She had four squares with pictures from our banner in them. Instead she is going to put a shopping, dining and accommodation symbol in them. We will put exit 224 on the sign. Dora would like the sign to say “Come uptown to downtown Parry Sound”.
- Fran will work on some more ideas and bring them to our next board meeting.

4) Administrator’s Report –A detailed report is on file. Items discussed in detail by the board members are listed below.

- a) Report Highlights / Questions / Resolutions
- b) Correspondence

- A thank you from the Museum on Tower Hill was received thanking the DBA for their donation of \$25 for their silent auction during the 2104 Ice Cream Social. Funds were raised to help purchase a new geothermal heating, ventilation and air conditioning system.
- Cassandra from Kidney Clothes dropped off a “Donation Drop Box Host Package” to Daryl. The only location in the downtown where it would fit would be Dunn’s storage. Could the DBA Logo go on the box if it is in the downtown?  
**Action Item:** Susan will pass the info on to Peter Brown and see if the town would put it in a location.
- **Resolution 14-72**  
“That the DBA be a “Pint” sponsor for the Georgian Bay Biosphere Reserve’s 3<sup>rd</sup> Annual Brew-Ha-Ha.”  
Moved by: Dan McCauley                      Seconded by: Sue Sullivan                      Carried
- The Chamber of Commerce is looking for sponsors for their annual golf tournament. The DBA declined.
- The Chamber of Commerce is offering a reduced rate for advertising in their 2015 Chamber Directory. We will purchase a half page ad for \$480.  
**Action Item:** Susan will find out when the art work is needed.
- The GBBR has asked for a letter of support to help maintain the UNESCO World Biosphere Reserve designation.  
**Action Item:** Susan will prepare letter for Daryl to send.
- Perry Harris, CEO of the Chamber of Commerce sent a thank you letter regarding the Downtown Car Show.
- Nadine Hammond is asking to borrow a microphone and speakers for an event at the Museum. The DBA’s policy is to only lend out their equipment for events being held within our boundaries.
- Peter Brown replied regarding our request for a pedestrian crosswalk at James and Mary Street. He will be recommending to council that a four way stop system be installed at this location.

- c) The Action Items from the previous meeting were discussed.
  - We want to install a plaque acknowledging the people who donated time and/or materials for the “makeover” of the Information Kiosk. Susan found out Brenda Ryan would like a sign that says “Designed and Installed by FAD Architects. Hall Construction also donated all of the boulders. Additional support came from Connor Industries, Gray’s Paints, Peter Ryan, Little Gardens, and Burnatti’s.  
**Action Item:** Susan will design a plaque and e-mail it to David to source out having it made.

5) Events Report. A detailed report is on file. Items discussed in detail by the board members are listed below.

- Painted Chair Silent Auction
  - All 20 chairs have been picked up. The total profit was \$2079.34.

- Downtown Car Show
  - The show was a huge success with 120 cars on display and thousands of people attending.
  - Stanley Gan, the new owner of Don Cherry's had an issue with the food vendors being set up in the intersection by his restaurant.  
**Action Item:** Daryl and Susan will meet with Stanley.
  - The location of the food vendors will be discussed in more detail before the next show.
  - We need to try to partner more with the Gun Show that occurs on the same day in advertising, marketing etc.
- Pole Decorating contest
  - Susan is currently accepting applications. Daryl, David, Dan, Sue, Jim and Dora agreed to judge.  
**Action Item:** Susan will ask Cathy if she will also be a judge.
- Light up the Park
  - The actual event will be discussed at the next board meeting.  
**Action Item:** Susan will contact Lakeland Power about putting up the Christmas lights. She will also talk to Peter Brown.
- Santa Claus Parade
  - We will not put a float in the parade. We will discuss what we can do during the parade at the next board meeting.
- Sue Sullivan and Susan will organize an Ad Hoc meeting to discuss Christmas. There is nothing planned at this point either in events, or marketing.
- We need to discuss having access to power for downtown events. If we plug into a light pole where is the breaker to reset the switch?

#### 6) Financial Report

- We have not received our HST rebate yet. Susan gave the amount to Rob Beaumont last spring.  
**Action Item:** Susan will find out if Rob knows where it is.  
**Action Item:** Susan will send Angel the approved budget for her to enter into Quick Books

#### **Resolution 14-73**

"That the financial statements be accepted as presented."

Moved by: Dan McCauley

Seconded by: Dora Logan

Carried

#### 7) New/Pending Business

##### a) Councilor's Report

- i. Train Bridge – To be discussed at the next meeting.
- ii. With the next council, policies will be changing for volunteers. When anyone is appointed to a committee they must follow the same Code of Conduct that council follows. The integrity commissioner will investigate any issues. They will also give a workshop to all boards. The DBA will still have the authority to hire their own staff.
- iii. There is an All Candidates meeting on Sept. 11<sup>th</sup> at 6:30pm at the Stockey Centre.

b) Chamber Report

- Daryl went to his first Chamber board meeting last Monday night. It was mostly a recap about the summer including the success of Mobile Information Kiosk, various events, and the business directory.

c) Parking Committee

- The public and merchant surveys are completed and the results are on the town's website. The employer surveys are complete and results will be posted after Sept. 15. The survey going out to property owners will be distributed next week by mail. The results will be posted after October 1.
- Susan met with Tammy and April to talk about parking during special events. One suggestion was to inform the public where they can find free parking during a downtown event as part of our advertising campaign.
- Sylvia Daleman pointed out that some people had trouble accessing the survey.  
**Action Item:** Susan will let Tammy know.
- Sylvia suggested traffic cameras be installed to monitor parking but the board pointed out that this would be a huge cost, and the town does not have staff who could monitor it.
- The preliminary results of the Consumer Market Study showed the majority of visitors to the area did not have a problem with the parking meters, but the residents want them removed.
- David Coles, Dora Logan and Susan will sit on the parking committee with Tammy Purdy. The committee will meet at the end of September to start going over results.

d) Web Site update

- Daryl needs about 15 hours of time in order to get the web site ready to go live.

**Resolution 14-74**

"The DBA web site must be "live" by November 30<sup>th</sup>, or the board will have to find an alternative."

Moved by: Dan McCauley

Seconded by: David Coles

Carried

e) Web cam

- Susan, Daryl and David walked the downtown to look for a web cam location. They determined the best spot would be on the corner of the Jeans Unlimited building. Susan talked to Tim Dunn and he said we can mount the camera on his building.
- Susan has asked Janice Heidman if we can use the mounting bracket, pole and camera housing from the North Star's old web cam. Janice will let us know. We will also try to found out what kind of camera is there and if it still works.  
**Action Item:** Susan will ask Peter what the cost of getting the old equipment off the building would be.  
**Action Item:** Susan will ask John Este if we are able to move the camera.
- The 2 quotes we received did not quote on similar products, however both products would work. There will be some additional equipment that will be

needed for the wireless signal. The camera does not have a wireless capability, another outdoor access point would be needed.

**Action Item:** Susan will let the 2 people who provided quotes know that a decision will be made at the next meeting.

**Action Item:** Susan will also let Craig know that we would appreciate his offer to help with installation.

f) Highway billboard sign

- Susan had pictures of the new site as well as pictures of billboards that the three companies who provided quotes had already installed.
- We will make a decision as to who to use at the next meeting once we have more information.

**Action Item:** Susan will let them know where our site is and ask how they plan on fastening our billboard.

**Action Item:** Susan will ask each company what their warranty is.

g) Marketing the Win Win promotion

- This will be discussed more at the next meeting.
- Susan suggested that we tie this promotion in with an event?

h) Shuttle Bus

**Resolution 14-75**

“The DBA will hire a shuttle bus from Hammond Transportation for September 16 from 10am – 4pm for a cost of \$392.96.”

Moved by: David Coles

Seconded by: Sue Sullivan

Carried

8) **Resolution 14-76**

“That the meeting is adjourned at 9:18 pm”

Moved by: Sue Sullivan

Seconded by: Jim Shaw

Carried

Next Board Meeting: October 8, 2014, 6:30pm, GB Software

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator