



**Downtown Parry Sound Business Association  
Board of Management  
Minutes  
October 15, 2014**

Present: Dan McCauley, Dora Logan, Daryl McMurray, Cathy Downing, Sue Sullivan  
Regrets: David Coles, Jim Shaw, Sanjay Patel  
Staff: Susan Hrycyna

---

The board meeting of the Parry Sound Downtown Business Association was called to order at 6:02pm by the Chair, Daryl McMurray

1) **Resolution 14- 77**

“That the agenda for the board of directors meeting on October 15, 2014 is approved with the following additions:”

- GIC Renewal
- Christmas Garland

Moved by: Cathy Downing                      Seconded by: Dan McCauley                      Carried

2) **Resolution 14-78**

“That the minutes from the September 10, 2014 Board meeting are approved”

Moved by: Dan McCauley                      Seconded by: Sue Sullivan                      Carried

3) Train Bridge Media Sign

- Susan spoke with Lynn Middaugh about forming a partnership with the town to share the cost of the lawyer’s fees as well as the use of the sign. On April 2<sup>nd</sup>, 2013 council approved the sign in principal. Lynn has suggested that before we proceed any further we send a letter to Mayor and Council asking for formal approval and suggesting a partnership for a shared sign.
- This should be done before we incur any costs by using a lawyer to finalize a contract.
- Dora feels that we should only put billboard type signs on the bridge not a media sign because we will not have control over what is advertised.

**Action Item:** Susan will send a letter to council asking for approval and to form a partnership with the town on the cost and usage. Susan will see if the media company can come do a deputation at the council meeting.

**Resolution 14-79**

“That the DBA board send a letter to Mayor and Council requesting approval for the placement of a sign on the train bridge over Bowes Street by RCC Media. The DBA Board also

invites a partnership between the Town of Parry Sound and the Parry Sound DBA for use of the sign, and for any costs.”

Moved by: Sue Sullivan

Seconded by: Cathy Downing

Carried

4) Highway billboard sign

- The mockup looks good with the following changes: Change the “shopping box” to green, move “DOWNTOWN” up off the train bridge and curve the word to match the oval in the logo.

**Resolution 14-80**

“That the DBA board adopts the proposed mockup with the noted changes for their billboard.”

Moved by: Dan McCauley

Seconded by: Sue Sullivan

Carried

**Resolution 14-81**

“That the DBA board accepts the quote from Wizard Signs & Graphics to supply and install the frame structure as well as signage for a 10x12 fully reflective billboard sign for the price of \$2,702.50 plus HST.”

Moved by: Sue Sullivan

Seconded by: Cathy Downing

Carried

**Action Item:** Susan will ask if a sign saying “Thank you for visiting Parry Sound” can go on the back if it will be visible from the road.

5) Webcam

- Susan spoke to Peter Brown about moving the equipment off of the old North Star building and onto the building where Jeans Unlimited is located. He said the town will do it and the cost would be approximately \$500.
- There might still be a camera inside of the existing housing. We will wait until it is moved before deciding what equipment we need to purchase.

**Action Item:** Susan will confirm with Janice that we are able to use the equipment, and with Tim Dunn that we can mount the equipment onto his building.

**Action Item:** Susan will let the companies who quoted us know that we will not know exactly what equipment is required until the existing is examined.

6) 8-80 Cities

- The DBA is able to support this project through Susan’s involvement but are not able to make a financial commitment.

7) Consumer Market Study

- Reminder about the workshop on Wednesday night.

8) Light up the Park – Friday November 21<sup>st</sup>, 6-7pm

- Ask Cadets if they want to hand out the tickets for the downtown dollar draw
- Susan will bring control box to Daryl before the event so he can make sure it looks good.
- Doug Graham is confirmed for Santa, the Salvation Army is confirmed to bring their van and hand out free hot chocolate. Susan is waiting to hear from Jason Predie about having an ambulance there to collect food and toys.

- Daryl will set up the sound system to play Christmas music
- Susan will see which stores are going to stay open late that night.

9) Santa Claus Parade

- Susan received a letter from April stating that the Optimist club will not look after closing the street during the parade. Three years ago the DBA's intention was to make the parade safer by having no cars parked on the street during the parade. Tammy Purdy is willing to place signs on the meters asking for cooperation by not parking on the main street. This is a good solution that does not require the man power to close the street.  
**Action Item:** Susan will talk to Tammy about this further.
- The DBA would like to hand out free hot chocolate.  
**Action Item:** Susan will speak to Country Gourmet to see if they are planning on doing anything.

10) GIC Renewal

**Resolution 14-82**

"That the DBA board agrees to renew the GIC currently valued at \$25,630.95 for one year at a rate of 1.3%."

Moved by: Sue Sullivan

Seconded by: Cathy Downing

Carried

**Action Item:** Susan will draft a letter for Scotiabank stating our intentions for Daryl and David to sign.

11) Christmas Garland Decorating

- There are 55 poles to be decorated with bows and garland. Daryl, Dan and possibly others will help on Saturday November 15<sup>th</sup>. We will discuss it more at the next meeting.

12) **Resolution 14-83**

"That the meeting is adjourned at 6:47pm"

Moved by: Sue Sullivan

Seconded by: Cathy Downing

Carried

Next Board Meeting: November 12, 2014, 6:30pm, GB Software

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator