



**Downtown Parry Sound Business Association
Board of Management
Minutes
November 12, 2014**

Present: Dan McCauley, Dora Logan, Daryl McMurray, Sue Sullivan, David Coles, Jim Shaw, Cathy Downing

Regrets: Sanjay Patel

Staff: Susan Hrycyna

The board meeting of the Parry Sound Downtown Business Association was called to order at 6:26pm by the Chair, Daryl McMurray

1) **Resolution 14-83**

"That the agenda for the board of directors meeting on November 12, 2014 is approved with the following additions:"

- CB&DC website initiative

Moved by: Dan McCauley

Seconded by: Sue Sullivan

Carried

2) **Resolution 14- 84**

"That the minutes from the October 15, 2014 Board meeting are approved."

Moved by: David Coles

Seconded by: Jim Shaw

Carried

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

a) Report highlights and additional comments

- The garland decorations will be put up on Saturday November 16th depending on the weather. Daryl, Dan and his daughter are available to help.
- Burnatti's has offered to repair the awning on the Information Kiosk for \$500. We have a budget item for repairs of \$500 that has not been used. Susan will ask that the work is completed by December 31st.
- Most of the light sprays that are up are not working. Peter has asked that either the light sprays or the flags come down off the bridge. The flags keep getting tangled in the light sprays. It was agreed to take down all the light sprays.

Action Item: Susan will contact Classic Displays to let them know how disappointed we are in this product. They are only 4-5 years old and 90% of them are broken and no longer work. What can be done?

- The Bargain Shop would like to keep accepting Downtown Dollars but the corporate head office has said they are not allowed to. Susan spoke to Dave and he suggested we buy a \$200 gift card that he can use to reimburse the store once the dollars are received. The board members agreed this was a good idea.
- b) Correspondence
- A letter was received from Logan's Funeral home outlining their concerns about having James Street closed during the Downtown Car Show. Tammy Purdy also received the letter and she responded saying their concerns will be addressed. This will be discussed in more detail once we start planning the car show.
 - Melissa from Bearly Used Books sent an e-mail with some ideas for the downtown.
 - The cigarette butt receptacles are not visible because they blend in with the light poles. Susan will purchase some stickers to put on them to make them more visible.
 - The grass in front of the kiosk is getting very dirty. We will clean it in the spring.
 - An e-mail was received from Anne Bossart thanking the DBA for contributing to Doors Open 2014.
 - An e-mail was received from Georgian Bay Biosphere Reserve thanking the DBA for their sponsorship in their Brew-Ha-Ha event,
 - An invitation was received from the Parry Sound North Star to their 140th Anniversary Celebration. Daryl and Dora will attend.
 - An e-mail was received from CB&DC outlining a new initiative for marketing and business management. Susan has forwarded this to the members.
 - A letter was received from Festival of the Sound requesting a financial donation for their 2015 event. The DBA does not have money in the budget for a financial donation. We would be interested in possibly advertising in their program for 2015.
 - We received information about a Parry Sound Home and Cottage Show next May 30-31. A 10x10 booth will cost \$200. This will be discussed when we plan our events and budget for 2015.
- c) The Action Items from the previous meeting were discussed.
- 4) Events & Marketing Report. A detailed report is on file. Items discussed in detail by the board members are listed below.
- Pole Decorating contest
 - Unfortunately only five poles were decorated this year. We need to promote this event more. Susan suggested we ask businesses to prepare a scarecrow and then the DBA can be downtown one evening to help install them. This might encourage more people to participate.
 - Light up the Park
 - Dan and Daryl will help at the event. Most stores will be staying open late and offering a Don't Pay the Tax event.

- Harvest Share Festival of Trees

Resolution 14-85

“That the DBA donate \$50 in downtown dollars in lieu of a decorating a tree to Harvest Share’s Festival of Trees.”

Moved by: David Coles

Seconded by: Sue Sullivan

Carried

- Santa Claus Parade

- The Optimist Club has asked if they could use our sound system and microphone for the parade. The board agreed.
- Country Gourmet will be closed but have some insulated jugs we can use for hot chocolate. We will set up a table in front of their store and give out free hot chocolate.

- Christmas Promotion

- We will offer downtown dollars at a discount as a Christmas promotion. We will sell \$25 for \$20. GB Software and PS Bikes have agreed to sell them. Susan will also talk to TD Bank to see if they will sell them as well. This will be promoted through FB and radio ads.

Action Item: Susan will have Fran design a \$25 “bill” that is specific to this event and with a Christmas theme.

- Win-Win Promotion

- We have \$700 left in the budget for the Win-Win promotion. We will give away \$50 every weekday from Dec 1st – 19th. This will be promoted through FB and radio ads.

- Scratch & Win Promotion

- There is a hockey tournament Dec 5-7. Stores will run a Scratch and Save promotion on Saturday December 6th.

Action Item: Susan will make up flyers to put in the area hotels promoting this event hoping to entice some of the hockey parents to shop.

5) Financial Report

Resolution 14- 86

“That the financial statements be accepted as presented.”

Moved by: Dan McCauley

Seconded by: Jim Shaw

Carried

6) Councilor’s Report

- A new council will begin in December. Paul Borneman has been active in the DBA meetings these past few months and has expressed an interested in joining the board.
Action Item: Daryl will put in a request to Jamie McGarvey stating that Paul has previously been a board member and we feel he will bring valuable experience to the board.
- This was Dan McCauley’s last board meeting and he expressed his thankfulness for the opportunity.

7) Chamber Report

- The Chamber is going to be offering a 2015 Parry Sound Opoly fame. We need to be on this one – “Free Parking”.
- Daryl was on the Advocacy and Economic Development Committee, but Perry has asked him to shift to the Membership Committee due to uneven numbers. It was felt by the board that it would be more beneficial for Daryl to stay on the first committee. Daryl will look into sitting on both committees.

8) Additional Business

a) Confidentiality Policy

Resolution 14- 87

“That the DBA Board of Directors accept the Confidentiality Policy as presented.”

Moved by: David Coles

Seconded by: Cathy Downing

Carried

b) Train Bridge Sign

- Susan was trying to get the Media Company to come to Parry Sound to do a deputation to council at one of the November meetings. She reached out numerous times and did not get a response until today. They have said they will come up whenever they are needed but it will now have to wait until the council meeting in January.

c) Webcam

- We have written acknowledgement from Janice at the North Star to use their old equipment and from Tim Dunn to mount it on his building. Peter Brown has staff who will move the equipment to the new location and we are just waiting for them to be available.

d) Kiosk acknowledgement sign

- Susan did a mockup of what the sign should look like. The Town of Parry Sound will be added to the contributors.

Action Item: David will get a price for the plaque.

e) Town of Parry Sound signage plan

- Council has approved a new signage plan brought forward by the Waterfront Advisory Committee. Susan provided a map showing the new sign locations. These signs will replace the old cedar sand blasted signs. The signs have been purchased and will put in place in the spring.

f) Consumer Market Study update

- The deadline for completion is currently December 14th. John Archer wants to come back to meet with the board one more time before preparing his final report. The board members feel that December is too busy and would like to do that on January 7th.

Action Item: Susan will see if we can get an extension to the end of January.

g) Web site update

- The new web site is now active. It is not fully complete but it is running.
- Daryl needs a head shot from each board member and also a bio. Daryl can take a picture at the next board meeting or they can e-mail him a picture.

Action Item: Susan will put together a form and send it out to the board members to fill out.

- Daryl asked the board members to look at the web site and give him feedback.
- For now Daryl and Angel will be managing it, so send any information you want to put on it to Daryl. Eventually Susan will be able to add information.

Action Item: Susan will send the link out to the membership.

h) December Free Parking Blitz

- Dora Logan declared a conflict of interest and did not participate in the discussion.
- The Parking Committee and Bylaw have worked to create a Free Parking in December Blitz. Susan explained how the program will work. She will be visiting members next week to hand out information and give out free parking passes. The parking committee will evaluate how successful the Blitz was at their meeting in January and begin to prepare a parking management plan for council.

i) New logo

- Fran pulled the logo she updated off of the billboard she designed. It was agreed by the board that we would begin using this logo.

Action Item: Susan to send the logo to Daryl so he can resize it for various uses.

j) Sidewalk from James St. to Gibson St.

- We need to send a thank you to the town for putting in the four way stop at James and Mary.
- Dora pointed out that right now you can only get part way through the James Street parking lot on a sidewalk. The sidewalk stops at the top parking lot and then you have to walk through the parking lot to get to Gibson Street.

Action Item: Susan will send a letter to Peter Brown about these 2 items.

- Dora also suggested that extra parking could be put in behind the Anglican Church if the road was made one way.

k) Elections

- At the next board meeting, we need to have elections for various board positions. All the board members would have to be re-appointed by council.

Action Item: Check with Rob Mens if there is an end date for our board members.

- Sanjay Patel has missed at least four consecutive board meetings.

Action Item: Daryl will send a letter to Sanjay stating that as per our Policies & Procedures you cannot miss 3 consecutive meetings. He will invite him to apply to re-join the board at a later date.

Action Item: Susan will send a letter to the town stating that he has been removed from our board due to the fact that he has missed at least four consecutive meetings.

l) 2015 budget planning

- We will start working on our 2015 budget after the meeting with John Archer.
- We should also have a strategic planning meeting. It would be good to have an outside chair person.

m) CB&DC

- This is an item Daryl added to the agenda, therefore Dora Logan took over the chair position.
- The CB&DC applied for a grant and received funding for a number of things including a web site which will produce a business directory for all businesses located within the town limits. An RFP went out for the web site design; GB

Software bid on it and was successful. Susan Tait and Bill Spinney had conversations about this project last winter with the previous chair prior to her leaving the board. They were under the impression that this project had been brought to the board for discussion. That did not happen.

- The funding only covers 80% of the cost so CB&DC asked for funding from the town to cover the difference. Lynn received more info from CB&DC and was told that the DBA knew about this project and fully supported it. Dan corrected this at the last council meeting and stated that the DBA board didn't know anything about it. Bill called Daryl the next day to ask why this statement was made and Daryl made sure Bill understood the board had no previous knowledge about their project. The request from council was tabled to the next meeting. Lynn Middaugh has requested that CB&DC get a letter of support from the DBA.
- There is an advantage for a partnership between CB&DC and the DBA in that there is an overlap. We have a database that they could use as a starting point and then they could share with us the updated information they receive from our members.
- Daryl told Bill that he would bring this to the board. After presenting all of the information he stepped back, declared a conflict of interest and removed himself from the rest of the conversation.
- The board members agreed that this is something the DBA should support. Right now there is no directory listing all town businesses. This website will cover those businesses that are not already covered by the Chamber or the DBA. It would be nice if in the listing a member was somehow identified as a DBA member.

Resolution 14- 88

“That the DBA Board of Directors provide a letter of in support of the CB&DC creating a website that would encompass all businesses within the town of Parry Sound.”

Moved by: David Coles

Seconded by: Cathy Downing

Carried

Action Plan: Susan will send a letter of support to the town clearly stating that we support this initiative, we would like this to remain open to all businesses indefinitely, and that Daryl declared a conflict of interest and Dora took over the chair position. A letter will also be sent to CB&DC stating our support.

Daryl resumed the chair position.

9) **Resolution 14-89**

“That the meeting is adjourned at 8:53pm”

Moved by: Sue Sullivan

Seconded by: Jim Shaw

Carried

Next Board Meeting: December 10th, 2014, 6:30pm, GB Software

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator