



**Downtown Parry Sound Business Association  
Board of Management  
Minutes  
January 14, 2015**

Present: Daryl McMurray, Sue Sullivan, David Coles, Jim Shaw  
Regrets: Cathy Downing, Paul Borneman  
Absent: Dora Logan  
Staff: Susan Hrycyna

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The board meeting of the Parry Sound Downtown Business Association was called to order at 6:42pm by the Chair, Daryl McMurray

1) **Resolution 15-01**

“That the agenda for the board of directors meeting on January 14, 2015 is approved”

Moved by: David Coles

Seconded by: Jim Shaw

Carried

2) Guest Vince Grittani

Vince gave a presentation to the board outlining his previous projects and his idea for turning the old fire hall into a 125 seat dedicated playhouse. His goal is to focus is on small theatre working towards a stable situation and a permanent location. NOHFC and FedNor will give him 90% funding to renovate the fire hall. He would create a theatre program that would use the building. He would also like to see the building used in an art capacity.

In 2013 he developed Destination Rosseau – a festival of theatre, music, art and film. There was a science camp for kids, a comedy night, theatre shows and Paint the Town (artists were invited to paint images of Rosseau). His plan now is to now move to Parry Sound with “P.S. I love you”.

If Vince needs a letter of support for any of the grants he has applied for he will let us know.

3) **Resolution 15-02**

“That the minutes from the November 12, 2014 Board meeting are approved.”

Moved by: Sue Sullivan

Seconded by: David Coles

Carried

4) 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 billboard on the highway has been installed. There was a discrepancy in the finished size compared to what was quoted. A 10% discount was given as compensation.

**Action Item:** Susan will find out if we can put up a billboard on private property along the highway with the owner's permission.

- Parking committee's met and recommended that all parking meters be removed. Tammy will be presenting this to council on February 17<sup>th</sup>.

### **Resolution 15-03**

"Motion that the DBA pay for a sweatshirt that was purchased for \$66.67 and given to Dan McCauley as a thank you for his years of service on the DBA Board of Directors"

Moved by: David Coles

Seconded by: Jim Shaw

Carried

#### b) Correspondence

- An e-mail was received by Mike Timmons requesting the downtown garbage cans be emptied. Peter responded saying they would get to them that week.
- The Chamber of Commerce would like a letter of support for their 2014-2016 plans of becoming a designated Visitor Information Centre.

**Action Item:** Susan to draft a letter that Daryl will send.

- An e-mail was received from Zane Smith announcing his intention to move the event Country in the Woods from the Foley fairgrounds to Kinsman Park and rename it the Turtle Music Festival. It will be held on August 1-2. Susan will be meeting with him to discuss how the downtown can assist in promoting the event.
- Lynn Middaugh sent the schedule for the Pearl Mist Cruise ship for next summer. This will be discussed at the budget meeting.

#### c) Action Items from the previous meeting were discussed.

- Susan contacted Classic Displays about the light sprays. She was told that we should expect to have them maintained and repaired every few years. Shipman Electric is going to give us a quote for replacing all of the rope lighting.
- A plaque was made for the kiosk acknowledging the people and companies who volunteered their time and donated materials. It will be installed on the inside of the door.

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

- The Christmas promotion using downtown dollars was very successful. Sixty-six \$25 bills were sold for \$20. \$700 downtown dollars was given away over 14 days. Over half of them have already been redeemed. Dave, the manager of the Bargain Shop, has said that people usually spend double the amount of the downtown dollars when they redeem them.
- There was a discussion as to what item we should have painted for our Silent Auction. Some ideas were paddles and children's Muskoka chairs.

**Action Item:** Susan will ask the artist's what they would like to paint. She will also get prices on these items.

- Open Street's
  - A subcommittee is working on this project through the 8-80 Cities initiative. They are meeting with Peter Brown and April McNamara next week to work out the logistics of closing Bay/James/William Street on the second Sunday of each summer month from 8am-1pm.
- Snow Fest
  - April McNamara approached Susan about partnering an event on the main street during Snow Fest. See Events Report and budget for more details.

**Resolution 15-04**

"That the board approves the budget for Snow Fest".

Moved by: Sue Sullivan

Seconded by: Jim Shaw

Carried

6) Financial Report

**Resolution 15-05**

"That the financial statements be accepted as presented."

Moved by: David Coles

Seconded by: Sue Sullivan

Carried

- a) Year end audit – Steven Gingrich has given Susan a list of what he needs to complete our year end audit. Once Angel has everything together she will give it Susan to take to Steven.
- b) 2015 budget planning – Daryl called a Special Budget meeting for February 4<sup>th</sup> at 6:30pm.

7) Councilor's Report

- No report

8) Chamber Report

- The Chamber is adding a Tourism aspect to their mandate. They will be extending their hours to include weekends. Perry will be doing deputations to all area council's to get their support. They will be able to apply for government funding if they are designated as a Visitor Information Centre.
- Logan's internship is complete.

9) Additional Business

- a) Social Media Policy

**Resolution 15-06**

"That the DBA Board of Directors accept the Social Media Policy as presented."

Moved by: David Coles

Seconded by: Jim Shaw

Carried

- b) E-Vote Policy

- There needs to be more discussion on this policy. Daryl and Susan will review it in more detail before the next board meeting.

c) Violence & Harassment Policy

**Resolution 15-07**

“That the DBA Board of Directors accept the Violence & Harassment Policy as presented.”

Moved by: Sue Sullivan                      Seconded by: David Coles                      Carried

d) Webcam

- Susan has heard who bought the North Star building. She will ask the new owners if they would allow us to have the old web cam equipment.

e) Elections

The following appointments were made:

**Resolution 15-08**

“That Daryl Murray is nominated for the position of Chair of the Parry Sound Downtown Business Association”

Moved by: Sue Sullivan                      Seconded by: Jim Shaw                      Carried

**Resolution 15-09**

“That Jim Shaw is nominated for the position of Vice-Chair of the Parry Sound Downtown Business Association”

Moved by: David Coles                      Seconded by: Sue Sullivan                      Carried

**Resolution 15-10**

“That Sue Sullivan is nominated for the position of Secretary of the Parry Sound Downtown Business Association”

Moved by: Jim Shaw                      Seconded by: David Coles                      Carried

**Resolution 15-11**

“That David Coles is nominated for the position of Treasurer of the Parry Sound Downtown Business Association”

Moved by: Jim Shaw                      Seconded by: Sue Sullivan                      Carried

f) Advertising opportunities

- The DBA has purchased a spot on the 2015 edition of Parry Sound Opoly. We are hoping to be upgraded to the Free Parking Spot.
- A price list was received to advertise in the Festival of the Sound brochure and program. The board did not want to purchase any of this advertising.
- A spot on the 2015 Parry Sound map produced by the North Star is available for \$509. The board agreed to this advertising with the ad showing a picture of the Downtown Car Show, our website and our logo.

g) Consumer Market Study update

- John Archer presented his final report to the board of directors on January 12, 2015. He has e-mailed Susan a final report. She will look it over and see if it can be condensed for printing and sending to people.

10) Next Board Meeting: February 11, 2015, 6:30pm, GB Software

11) **Resolution 15-01**

“That the meeting is adjourned at 8:45pm”

Moved by: Sue Sullivan

Seconded by: Jim Shaw

Carried

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator