



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

Present: Angelika Distler, Dan McCauley, Katrine Floegel Martin, Dora Logan, Daryl McMurray, Brittany Mahnke

Regrets: Lis McWalter

Guests: Mayor Jamie McGarvey, Rob Mens, Brad Horne

Staff: Susan Hrycina

The board meeting of the Parry Sound Downtown Business Association was called to order at 6:33 pm by the 2nd chair, Daryl McMurray.

1) **Resolution 14-06**

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

- AGM
- Welcome Package
- OBIAA Conference
- Dora re: Signage

Moved by: Brittany Mahnke Seconded by: Angelika Distler Carried

2) **Resolution 14-07**

“That the minutes from the January 8, 2014 Board of Directors meeting are approved with the noted amendments.

Moved by: Dan McCauley Seconded by: Brittany Mahnke Carried

3) **Resolution 14-08**

“That the minutes from the February 3, 2014 Special Budget Meeting are approved with the noted amendments”.

Moved by: Angelika Distler Seconded by: Dan McCauley Carried

4) **Resolution 14-09**

“For the DBA board of Management to go In Camera at 6:39 pm”.

Moved by: Katrine Floegel Martine Seconded by: Brittany Mahnke Carried

5) **Resolution 14-10**

“For the DBA board of Management to go back into an open meeting at 9:04 pm”.

Moved by: Brittany Mahnke Seconded by: Katrine Floegel Martin Carried

- 6) Administrator's Report – Presented by Susan Hrycyna. A detailed report is on file. Items discussed in detail by the board members are listed below.
- a) **Report Highlights**
 - Susan is continuing Sean's work on collecting questionnaire's for the new website from members and inputting the information.
 - Susan and Angel McMurray will be taking down the garland on Thursday.
 - b) **Correspondence**
 - An e-mail was received from Aleesha (Parry Sound Bikes) with a summer marketing idea and signage suggestions.

Resolution 14-11

“For Susan Hrycyna to have a discussion with Lynn Middaugh at the town office regarding a sign promoting the downtown at the south end of town. She will report her findings at the next meeting”.

Moved by: Dan McCauley

Seconded by: Dora Logan

Carried

- Peter Istavan followed up with Susan after their meeting regarding bringing Pedaling for Parkinson's to the downtown. Although the DBA supports this event, because it passes through down in the early morning we are not able to be of assistance. Peter should approach the town to request traffic control at the main intersections.
- An e-mail was received from Bobby Jo (Dainty Delights) inquiring if there is a beautifying program.

Action Item: Susan will draft a letter for Daryl to sign asking the town to consider re-instating the Façade Improvement program in their 2014 budget.

- An e-mail was received from Janet (PS Sewing Centre) addressing downtown snow removal. She has received numerous complaints about the difficulty of navigating the huge snow banks. She also asked where garbage for pick up should be placed.

Action Item: Susan will speak to Peter Brown about garbage placement.

- An e-mail was received from Dana (End of the Rainbow) with a promotional idea for St. Patrick's Day. Susan has already spoken to Dana and suggested an Easter promotion which Dana was in agreement with. This will be followed up by the Events Committee.
- Received a flyer about seminar on Social Media Trends in 2014. The board feels it would be beneficial for Susan to attend.
- Letter from the Museum re: The Group of Seven Exhibits. The board feels this is an excellent opportunity for fresh artwork to be displayed in Juke's Lane.

Resolution 14-12

“The Board of Directors supports this initiative and agrees to assist with what the museum has requested”.

Moved by: Brittany Mahnke

Seconded by: Angelika Distler

Carried

- An e-mail from Beverly's requesting information about the new “Signage Grant” . Susan will find out if Beverly is talking about the Façade Improvement Program.

- c) **Action Plan** – The Action Plan was updated

7) Financial Report: Next meeting.

8) Events Committee Report – Presented by Susan Hrycyna. A detailed report is on file. Items discussed in detail by the board members are listed below.

a) The following events were discussed in detail:

- o Food Vendors – The board agrees that DBA members who want to set up on the main street during an event should not be charged. The donut truck will also be invited to attend and will pay a vendor fee.
- o Summer Sidewalk Sale – The board agreed to hire the Argues to play during this event and will pay them \$350.

Action Item: Susan to contact Alex Logan to see if we can store the tables and chairs in his empty store before and after the event.

- o Painted Chairs Silent Auction – Dan and Daryl will put together any chairs that artist’s request come assembled. Angelika will look into a possible location for an artist to use to paint her chair.
- o Georgian Bay Craft Fair – Nonprofit groups will be offered a space for free to promote their group. They may also sell food items such as cotton candy, popcorn, or drinks. If someone wants to use the DBA’s popcorn machine we will split the profit with them.
- o Downtown Car Show – The downtown coffee shops will be encouraged to set up a table with coffee, muffins etc. outside for the participants.

Action Item: Susan to contact the town about applying for a lottery license in order to run a 50/50 draw.

Action Item: Susan to meet with Peter Brown to discuss street closure possibilities in order to accommodate the new positioning of cars on display.

9) Marketing Report - Next meeting.

10) New/Pending Business

- a. Snow Removal – Deferred to next meeting
- b. Councilor’s Report – Deferred to next meeting
- c. Website Launch - Deferred to next meeting
- d. Insurance

Action item: Susan will get two more quotes from two different companies for the next board meeting.

- e. E-flyers – Deferred to next meeting

1.

11) **Resolution 14-13**

“That the meeting is adjourned at 10:21 p.m.”

Moved by: Katrine Floegel Martine

Seconded by: Brittany Mahnke

Carried

Special Closed Meeting: March 5, 6:30, GB Software

Next Board Meeting: March 12, 6:30pm, GB Software

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator