



**Downtown Parry Sound Business Association
Board of Management
Minutes
May 13, 2015**

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

The board meeting of the Parry Sound Downtown Business Association was called to order at 6:42pm by the vice-chair, Jim Shaw

1) "Motion to approve the agenda for the board of directors meeting on May 13, 2015"

Moved by: Cathy Downing Seconded by: Sue Sullivan Carried

2) "Motion to approve the minutes from the April 8, 2015 Board meeting"

Moved by: Cathy Downing Seconded by: Sue Sullivan Carried

3) Guest Speaker Dough Graham

- Doug would like to build the biggest hockey stick in the world and have it on display on property near the Stockey Centre and Bobby Orr Hall of Fame. Right now Duncan, BC has the biggest hockey stick and it is 40 times the size of a regular hockey stick – 215' long. FAD Architects did a drawing of one that is 41 times the size - 218' long and 2' wide. He has approached Conner and Kroft to get a price. He will then talk to a hockey stick manufacturer to see if they would be interested in paying to have their name on the stick. He also needs to find a company who would be willing to build the puck. Doug doesn't feel financing will be an issue.

Resolution 15-32

"Motion to send Doug Graham a letter from the DBA supporting his plan to build the biggest hockey stick in the world and have it installed near the Stockey Centre"

Moved by: Sue Sullivan Seconded by: Cathy Downing 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 / Questions / Resolutions
 - o No questions.
- b) Correspondence

- Steven Gingrich sent an e-mail to clarify the comment in the 2015 Financial Report under Accumulated Surplus that says “Reserves set aside by Council”. This means the funds belong to the DBA and the board has the authority to spend it in any way that benefits the downtown, provided it is put in the budget for that year.
- Susan received an e-mail from Ontario by Bike saying the DBA’s certification to become a bicycle friendly business area was approved. The DBA is now listed on their website.
- A letter was received from Canada Revenue Agency re: Susan’s employment status. They ruled she should be an employee of the DBA beginning January 1, 2014. The board feels having this ruling go back to the beginning of 2014 is not right; Susan has already filed her 2014 tax return and the DBA’s books for 2014 have already been audited.

Resolution 15-22

“Motion for the DBA chair to write a letter of appeal to Canada Revenue Agency requesting that Susan Hrycyna’s employment status change on January 1, 2015, instead of January 1, 2014”

Moved by: Sue Sullivan Seconded by: Cathy Downtown Carried

- An e-mail was received from Susan Poole (owner of 40 Bay Street B&B) asking if benches, garbage cans and cigarette butt receptacles can be placed further down Bay Street. Susan will answer her to let her know that the town places benches and garbage cans out and right now the main part of downtown is the DBA’s priority as far as putting out cigarette butt receptacles.
- An e-mail was received from Dylan Alps asking if he can busk with his friend Danielle in the downtown. Susan heard them playing outside of the TD Bank last week and they are very good.

Resolution 15-23

“Motion to send a request to council to give Dylan Alps and Danielle permission to busk at the following locations: Town Dock, Market Square Park and the DBA’s Information Kiosk”.

Moved by: Cathy Downing Seconded by: Sue Sullivan Carried

- An invitation was received from Community Living to attend their annual Mayor’s Breakfast on May 27th at 8:30am at Wellingtons.
 - The town received an e-mail from Greg Aldworth (owner of the Chippewa) with his concerns about the time limit parking near his business. Tammy Purdy informed him that the parking lot by the band shell will not be regulated.
- c) There were no Action Items
- d) The OBIAA Conference report will be discussed at the next board meeting.

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

- Big Home and Cottage Show

- We have a booth booked. The show is on Saturday May 30, 11am-9pm and Sunday May 31, 10:30am-5pm. Susan would like some help at the booth.
Action Item: Send out a survey to see if any board members are available to help.
- Open Streets
 - The committee is working on a grant application with We are Cities. The DBA needs to be a partner on the application

Resolution 15-24

“Motion to give a letter of support to the Open Street’s Committee for their grant application to We are Cities and to be listed as a partner on this initiative”.

Moved by: Cathy Downing Seconded by: Sue Sullivan Carried

- We need to hire someone to help during our events this summer.
Action Item: Susan will post something on our website, and will also put it in June’s newsletter.

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

- Sideroads
 - We will put an ad in the July and September issue of Sideroads.
- Events Rack Card
 - The mockup of the yellow card is the best. Nothing will be printed on the back.
- Brochure and map of downtown
 - Only businesses in accommodations, restaurants, attractions, services and retail will be listed. It will say for additional businesses, visit our website.
- Moose FM Promotion
 - The Moose is interested in doing another promotion using downtown dollars.
Action Item: Susan will see if we can do a trivia question directing people to a downtown business who will have the answer and the dollars to give away.
- Digital Summer ads
 - The North Star is offering a “Pushdown Takeover”. Five businesses share the high visibility space on the home page, for five days leading up to a long weekend for \$125 each. We will do this before the July and August long weekend.

7) Financial Report

“Motion to accept the financial statements as presented.”

Moved by: Sue Sullivan Seconded by: Cathy Downing Carried

8) Councilor’s Report

- Not available at this time.

9) Chamber Report

- Not available at this time.
- An e-mail was received with a notice that Sean Beasley would be leaving the Chamber. They now have no staff.

10) Pending Business

a) Webcam Quotes

Resolution 15-25

“Motion to accept the quote from I.T.S. for one webcam to be purchased for \$1,996.99”.

Moved by: Cathy Downing

Seconded by: Dora Logan

Carried

b) Free Parking – June 1st

- Susan will be delivering a package outlining the free parking trial that begins on June 1st.

11) New Business

a) DBA Billboard

- The billboard has fallen over. Susan has e-mailed Glen Moffat 3 times and called him once about getting it put back up. Glen didn't seem to feel it was his responsibility but said he would look at it.

Action Item: Susan to contact Paul Borneman to see if he will go and see Glen about getting it fixed within a week.

Additional Note: Since the board meeting the sign has been put back up and reinforced with bolts.

b) Kiosk Revitalization

- Deferred to next board meeting.

c) Items to be purchased

- Message boards and the Little Free Library. Susan has spoken to Brenda Ryan about these items. Brenda's father-in-law is interested in building them and would build them to look similar to the benches and planters at the kiosk. Brenda will send Susan a quote and the board feels as long as Brenda's price is comparable to what we can purchase them for we will have them built locally.
- Can we buy a garbage can for the upper James Street parking lot?
- **Action Item:** Susan will check with the town and also get prices on purchasing one.
- Susan met with Greg Darby about bike racks. Instead of putting them right on the street in a marked spot, it will be better to have one larger one at the corner of James and Seguin and three smaller ones spaced throughout the downtown.

d) Promotional Items

- We have bought 400 water bottle covers. Susan is looking into having “Parry Sound” license plates made. We could give these out to the car show participants and also sell them at the craft fair. She will have samples for the next board meeting.

12) Dora's Ideas

- Dora would like to have each business put up a picture of themselves or their family in their window. She feels this will make people smile. She has already asked the Mayor if he would go around and pick the best picture and he agreed. Should a prize be given?

Action Item: Susan will find out if the businesses are willing to put up a picture of themselves or their family in their window and will bring their responses to the next meeting.

- Dora would like t-shirts to be made to see with the trestle bridge on it. Dora has asked Sheri Lawson if she would make them up and sell them but hadn't gotten a commitment yet. She would like the DBA to ask the town to put a plaque about the Trestle Bridge on Gibson Street.

Action Item: Susan will look and see if there is already a plaque on Bay Street.

- Dora would like two plastic yellow ducks to float in the horse fountain. Dora agreed to buy them and put them in the fountain. There is some concern that they will be stolen.

13) Next board meeting – June 10, 2015, 6:30pm, GB Software

14) "Motion to adjourn the meeting at 8:14 pm"

Moved by: Sue Sullivan

Seconded by: Cathy Downing

Carried

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator