

- 5) Follow up on DBA Strategic Plan – Lynn Middaugh was unavailable. The board feels that due to the formation of the DBA Task Force there is no need to continue with a separate strategic plan. They would like to see what plan the task force comes up with before it goes to council.
- 6) 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 discussion
 - b) Correspondence - None
 - c) The Action Items from previous meetings were discussed.
 - o A request for billboard space on either Hwy 141 (westbound) or Hwy 124 (westbound) was sent to the MTO. There are no new permits being issued for Hwy 141 and the only possible space on Hwy 124 could be between McKellar and Dunchurch. The board felt it is too far away and they are not interested.

7) Marketing Report

- Kim has offered the DBA a large space (12cm x 19cm) on the 2016 Parry Sound Area map at a reduced cost of \$800. 40,000 copies of this map are produced and they are distributed in Parry Sound as well as at information centres up and down the Hwy 400 corridor.
- The mock up ad done by Fran is approved with the following changes
 - o The Sidewalk Sale will now be called the Downtown Sidewalk Sale and will be held on July 23

8) Financial Report – David Coles, Treasurer

- a) In 2015 we had \$2,306.30 in capital expenditures (2 message boards and 4 bike racks). We also purchased 5 cigarette butt receptacles for \$686.88. There was a discussion as to whether they should also be considered a capital expenditure.

Resolution 16-01

“Motion to have the six cigarette butt receptacles purchased in 2015 at a cost of \$686.88, moved under capital expenditures.”

Moved by: Cathy Downing Seconded by: David Coles Carried

- b) There are \$294 in damaged downtown dollars. Susan will destroy them.
- c) 2016 Budget
 - o The 2016 budget was discussed
 - o Susan to finalize figures from 2015 and bring a final budget to the next meeting for approval.
 - o Can the board approve the budget without the membership?

“Motion to accept the financial report as presented.”

Moved by: David Coles Seconded by: Cathy Downing Carried

9) Chamber Report – Daryl McMurray

- The Chamber’s AGM is tonight. Nothing else to report.

10) Previous Business

a) Town of Parry Sound's Guidebook for Film and Television Production

- The guidebook was reviewed. The board would like to have added in that the DBA be consulted as soon as the application is received. Currently we only receive a notification.

Action Item: Susan will add in the recommendations to the guidebook for discussion at the next board meeting.

b) World's Largest Hockey Stick

- The Board feels Doug Graham's plan is not going to happen with the current Mayor and Council. There is nothing the board can do at this time.

c) Hwy 400 billboard rebuild

Resolution 16-02

"Motion to accept the quote from Aquagraphics and Great North Construction to build and install a new billboard at the current location for the total amount of \$3680.00."

Moved by: David Coles

Seconded by: Sue Sullivan

Carried

d) Website and Webcam

- Susan will meet with Daryl towards the end of February with changes she would like to done to the website. Daryl will make it a priority, including getting the webcam uploaded onto the site.

11) New Business

a) Light Sprays

- We have 41 light sprays in storage that are broken. Classic Displays will buy them back from us for approximately \$30-50 each. They will give us a credit towards future purchases. Susan will deliver them to Mississauga. She will need help getting them out of the old fire and will need reimbursement for gas for the truck.

b) Ideas for the Downtown (Cathy)

- Cathy brought up some ideas she had for Market Square Park including better benches, music, and a picnic table with the chess board painted on. She also questioned why the fountain was not working last summer.

Action Item: Susan will find out from April the status of the fountain.

12) Next board meeting – February 3rd, 2016, 6:30pm, GB Software

13) "Motion to adjourn the meeting at 8:40pm"

Moved by: David Coles

Seconded by: Cathy Downing

Carried

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator