



# MINUTES

Parry Sound Downtown Business Association

May 11, 2016

Meeting called to order by Daryl McMurray at 6:33pm

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## In Attendance

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Board Members: Daryl McMurray, David Coles, Sue Sullivan, Cathy Downing, Dora Logan, Councillor Paul Borneman

Staff: Susan Hrycyna

Absent: Jim Shaw

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## Approval of Agenda

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“Motion to approve the agenda of the May 11, 2016 DBA Board of Directors meeting”

Moved by: David Coles

Seconded by: Sue Sullivan

Carried

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## Busking Request

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Derek Tabodondung sent in a request to busk in the Downtown. He attended the meeting and played a couple of songs for the directors. He is very talented and will help to enhance the Downtown experience this summer. He said he would like to play as often as he can. He will be able to play anywhere in the downtown and before playing in front of a business he will speak to the business owner.

Susan will send a request to Jackie for the Council meeting next Tuesday.

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## Approval of Minutes

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“Motion to approve the minutes from the March 16, 2016 DBA Board of Directors meeting”

Moved by: Paul Borneman

Seconded by: Cathy Downing

Carried

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## Old Business

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a) Light sprays

- 44 light sprays were returned to Classic Displays in Mississauga. 19 of those were from a different company so they will be taken to the scrap yard. Classic Displays

will buy the remaining 25 units for \$30 each. We currently have a bill for \$316.40 for arms to lower 4 hanging baskets which leaves us with a credit of \$433.60.

b) License plate mockup

- The license plates will be yellow with black writing. Parry Sound, Ontario will be written across the top, and Shop, Dine, Explore will be across the bottom. 250 will be ordered and given out to the Downtown Car Show participants.

c) Website

- Daryl has been working on the website and should have the changes completed for June's board meeting. Susan and Daryl will meet May 20<sup>th</sup> to discuss the changes. He will look into setting up a blog on WordPress.

d) Jukes Lane

- A suggestion was made to make prints of historical pictures of Parry Sound and display them in Juke's Lane instead of paintings.
- Susan will get prices from Fran to print the pictures on Coreplast. She will also speak to Kevin to see if he would be willing to display them on his building after the siding is replaced.
- The paintings will be taken down and be offered back to the artists.

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## Correspondence

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A letter was received from CB&DC announcing staffing changes within the organization.

Dan DiNicolo sent a letter submitting his name to be considered for one of the board's vacant position. The board feels he will be a welcome addition and Susan will send a letter to council with the request.

An e-mail was received from Kate Monk announcing that Georgian Bay Tourism has bought Georgian Bay Country Tourism Association's website and corresponding Facebook page. They will be operating the organization as a "For Profit" business and membership costs \$300 per year.

A request for a donation towards the unveiling and celebration of the Francis Pegahmagabow Commemoration statue on June 21<sup>st</sup>. To be discussed later on.

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## Downtown Task Team Sustainability & Revitalization Report

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The report was discussed by the board members.

And e-mail was also received from Lynn Middaugh outlining the request she would be bringing to the Priority Setting Council Meeting on May 19<sup>th</sup>. She will be asking for funding from the

Town on behalf of the Downtown Task Team for a Downtown Custodian and a Downtown Coordinator.

#### Downtown Custodian

This would be a 14 week position working 21 hours per week. The total cost would be \$6,000 and the DBA would be responsible for half. The board discussed this position and felt that although having someone clean up the Downtown would be beneficial, an Ambassador to help promote the Downtown and answer questions would be more beneficial. They felt this position could be volunteer and it was suggested we could possibly work with St. James Church on this project.

#### Downtown Coordinator

This would be a 3 year position with a cost of \$59,000 per year. The town will be applying for a Trillium grant to cover half of the salary. The DBA and the town would each pay 50% of the balance which would be \$14,750 per year.

This person would be responsible for implementing the Downtown Task Team's Sustainability Report & Recommendations. The board feels they need more information.

The DBA does not have any funds to pay for either of these positions at this time. Before any decisions are made they feel it should be discussed further at the next Task Team meeting.

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#### Pearl Mist Cruise Ship

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1,500 DBA brochures will be given to the cruise ship company to give to out to the passengers.

Susan will bring water down to the dock and give some away to the passengers.

Downtown Dollars - \$25 will be given away twice a day each time the ship is in port. One suggestion was to leave it in an envelope on one of the seats on the bus.

Susan applied for a MAP grant for half of the cost of the shuttle bus. If we receive grant money we will be able to offer a 6 hour service instead of 4 hours and we can also offer the service for the additional cruise ship that will be coming on August 9<sup>th</sup>. This will be discussed at the next board meeting.

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#### New Business

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##### a) Piano

- Susan has access to a free piano. Permission has been given by George Stivrins to place it in the band shell at the Town Dock. Lorraine Frias will be operating Lorraine's Boutique in the kiosk and she has agreed to cover it as needed and to take the stool inside at night.

- We will make up plaque to put on the piano as well as some kind of sign saying “Play Me”.
- b) Downtown Planters
- Susan has been getting prices for plants for the downtown planters from Obdam’s Flowers, Little Gardens and the Farmer’s Market. She will order some from each business based on price and availability.
- c) Other – Parry Sound Walk of Fame
- There have been many movie and TV productions filmed in Parry Sound and it would be great to acknowledge them. The idea of a “Walk of Fame” was proposed in various locations - attached to side of a building in Juke’s Lane, into the sidewalk going through Juke’s Lane or on the main sidewalk. It was suggested the name of the production, the main star and the date it was filmed are put on the star.
  - Muskoka Granite could possibly make the “stars” for us.
  - We should approach the town about partnering on this.
  - Could the star of the TV series that is being filmed right now come for the unveiling?

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## Reports

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- a) Administrator
- No discussion.
- b) Events
- It was decided that 5 paddles will be offered through an on-line auction on Facebook. Susan to ask Ritchie Insurance if they can all be on display in their window.
  - Suggestions for display locations for the paddles outside of Parry Sound – Killbear Park, PS Golf Course, Bobby Orr Hall of Fame, the Travel Centre at exit #214.
  - Daryl will come and set up the sound system for A Night out in Downtown between 3-5pm on June 10<sup>th</sup>.
  - Sue Sullivan is going to start an Events Committee involving downtown members. They will meet to come up with ideas and provide feedback after an event. Sue will talk to April about coordinating an event around one of the hockey tournaments that come to town
- c) Financial
- David Coles, Treasurer, presented the financial statement.
- d) Council
- Everything has already been covered.

e) Chamber

- The Gala was very successful. The chamber has relocated across from the Beer Store. They are moving towards better sustainability.

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## Next Meeting

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The next meeting will take place on Wednesday, June 8, 2016 at 6:30pm

“Motion to adjourn the meeting was made at 8:40pm “

Moved by: Paul Borneman

Seconded by: David Coles

Carried

Minutes of the meeting were recorded by: Susan Hrycyna, Executive Administrator