



**Downtown Parry Sound Business Association
Board of Management
Minutes - AGM**

April 13, 2016
Country Gourmet

The Annual General Meeting of the Parry Sound Downtown Business Association was called to order at 6:02pm by the chair, Daryl McMurray.

- 1) Daryl welcomed everyone and introduced the board members that were in attendance.

- 2) “Motion to approve the agenda for the 2016 AGM on April 13, 2016 with the following additions”
 - Proposed ATV routeMoved by: Cathy Downing Seconded by: Jim Shaw Carried

- 2) “Motion to approve the minutes from the April 16, 2015 AGM are approved”
Moved by: Karen Hobson Seconded by: David Coles Carried

- 3) Dan DiNicolo gave a presentation on the Revitalization of the Downtown on behalf of the Downtown Task Team
 - The Downtown Task Team was formed to explore issues around the downtown with regards to sustainability and revitalization as directed by council. Council recognized the Downtown is a “community” issue, not just a matter for the Town and DBA to deal with.
 - The Consumer Market Study that was done in 2014 has been used as a resource.
 - Through a collaborative discussion the task team identified problems: apathy, resources, lack of vision, and making trying to make Downtown a destination.

- Initiatives that enhance the downtown by adding value have been discussed as well as possibilities and opportunities. Trends and movements that could create value for the community and the Downtown have been identified.
- A report has been prepared for the May 3rd Council meeting with some specific Action Concepts including; making the Downtown a priority, developing a Memorandum of Understanding (MOU) between the Town and DBA, parking, beautification, and signage.
- Dora asked if the team had ever discussed using “Town Centre” instead of “Downtown”. She feels by changing the name it would change the attitude towards the Downtown. This has not been discussed by the team, but there was a lot of discussion about the Downtown being the centre or hub of the town. Daryl will bring this concept to the task team.

4) The audited draft financial statements prepared by Gingrich & Harris were presented. A detailed statement is on file.

Discussion:

- The accumulated surplus is being used. A member asked if there any plans to replenish it. In previous years money was set aside for a specific program which increased the reserve. Currently it is being used for capital expenses. In order to increase the surplus the levy would have to be increased.
- A member asked why the payroll expenses increased quite significantly in 2015. The administrator used to be a contract worker. She is now an employee which has increased the expenses. CRA made this ruling and back dated it back to January 1, 2014 which meant there were additional employer expenses.

5) DBA Achievements in 2015 & Plans for 2016

- There was a power point presentation outlining the DBA’s achievements in Beautification, Events, Marketing & Promotion and Other for 2015 and the plans in the same categories for 2016.
- A detailed list of all the events that are planned for 2016 was given out.
- A member asked how many downtown dollars that are given away have redeemed. Susan replied that she has the information in a data base but does not have the exact figure right now. Overall there is a high percentage of downtown dollars being redeemed.

- A member asked if we could we give out downtown dollars to Pearl Mist passengers. It was felt this would be a large expense. It could possibly be done for the passengers on the first shuttle bus.
- A member asked if there is currently a newsletter for the public. Susan explained that with the newsletter for members now well established, she would be working on one for the public.
- The webcam is now on the website. It was suggested that a live chat be added.

6) The budget for 2016 was presented. A detailed budget is on file.

Discussion:

- Daryl mentioned the Downtown Task Team questioned whether or not the levy is being used wisely. Is the DBA trying to do too much? Our levy is very low compared to other BIA's, however it will be hard to increase it because Parry Sound's commercial taxes are very high.
- Councillor Bonnie Keith asked why no money has been budgeted for spring decorations. The decorations are reusable so we do not need to spend any more money this year.
- Each event has its own detailed budget that is available upon request.
- A member questioned how effective the DBA can be with such a limited amount of money trying to do so many things. Are things being done every year just because they are always done? Input is received from DBA members and board members when planning events, marketing, etc. The board is always open to new ideas.

7) Additional Business

a) Proposed ATV Route

- An e-mail was received by the administrator asking for feedback about a proposed ATV route through town. The proposed route will let the ATV's cross the Seguin River using the fitness trail bridge, and then follow the fitness trail to the BOCC. The member felt that there is no benefit to having the route go through the BOCC because very few if any people on an ATV would park and come downtown to shop or eat.
- The ATV's will be on the road unless there is a shoulder. They do have to follow the highway traffic act. There would be signage along the route.

Resolution 16-07

“Motion to support the ATV route connecting the Rose Point Trail to Nobel with the following changes:

- The DBA supports the route proposed by the 8-80 Cities Committee and believes ATV’s should not be on any part of the fitness trail
- The route should continue along Great North Road, cross at the lights, and continue along River Street, up Cascade to the stop sign, and then turn right on William where the proposed route is.”

Moved by: Sue Sullivan Seconded by: David Coles Carried

8) The meeting is adjourned at 7:18 pm

Moved by: David Coles Seconded by: Sue Sullivan Carried

Minutes were recorded by Susan Hrycyna, Executive Administrator