



# MINUTES

## Parry Sound Downtown Business Association Board of Directors Meeting

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January 13, 2021

David called the meeting to order at 6:36pm

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### In Attendance

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Board Members: David Coles, Thomas Clark, Karen Hobson, Roger Burden, Bernice Anderson  
Regrets: Seanan Megyesi, Doug Wilton  
Guests: Vanessa Backman, Kyra Knapp/Cole  
Staff: April Denman

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### Approval of Agenda

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“Motion to approve the agenda for this January 13, 2021 DBA Board of Directors Meeting”  
With the following additions:

- Introduction of guests and their presentations
- Under New Business – Regional Economic Development Fund (RED grant)
- Under Old Business – Parry Sound Tourism - Resilient Communities Fund through Ontario Trillium Foundation

Moved by: Bernice Anderson

Seconded by: Roger Burden

Carried

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### Approval of Minutes

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“Motion to approve the Minutes from December 9, 2020 DBA Board of Directors Meeting”

Moved by: Karen Hobson

Seconded by: Thomas Clark

Carried

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### Declaration of Pecuniary Interest

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None arising for this meeting

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### New Business

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- Vanessa Backman and Kyra Knapp/Cole joined the meeting to answer any questions the Board had about the already applied for Trillium grant or the RED grant application due February 1<sup>st</sup> that we may apply for. Vanessa introduced Kyra, she is an Economic Strategist and specializes in economic recovery and grant writing. She does do contract

work for Parry Sound Tourism, Vanessa Backman's company. Kyra followed up with Trillium on the status of our application and we should hear back early March.

The RED grant can be used for infrastructure projects, beautification, and marketing and to create a new strategic plan. We have just finished all the plans from the last RED grant we received funds for including blade signs, new website, banners, planters, and cigarette butt receptacles. We have been successful in fulfilling all the approved plans from the last strategic plan in 2018 and we need a new one.

If Kyra made the application for us, her fee would be written into the grant. No upfront cost to us initially, but should we be successful, her fee is between 5-15% depending on the amount we receive.

We will need to follow our procurement policy for hiring contacted work should we be successful. It may make more sense to apply for this grant through the Town, so April and Roger will follow up with the Town and reach out to Susan Hrycyna to find out who wrote the last grant at the Town.

Kyra and Vanessa left the meeting at this point.

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## Correspondence

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- April received an email from the Parry Sound Area Chamber of Commerce, inviting her to sit on their Board of Directors in one of two capacities. She could sit on as a voting member with Kawartha Credit Union as an employee of that business or she could sit on the Board in a non-voting, advisory role, representing the DBA. April would like Board's approval to join in an advisory role, representing the DBA. Over 35 of our own Members are also Members of the Chamber and key responsibilities of the Executive Administrators job is to represent the DBA at community meetings to ensure effective collaboration in support of the DBA's objectives. It will be worthwhile for all involved to share ideas. The Board approves April to accept the invitation and represent the DBA and she will report back after each meeting.

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## Old Business

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- April updated Bernice's bio on our website with her picture and reminds the rest of the Board members to please send in a photo and updated bio.
- April had a phone call meeting with Staff Sergeant Jeremy McDonald after concerns were raised about safety in the downtown. He wanted the Board to know that the service level for the Downtown has not changed, just the location of the detachment. There are less patrols overall right now due to COVID. They have in the past had new officers go door to door to chat with each business owner to discuss any concerns and encourages Members to call every single time, for every single incident so it can be

officially documented. The new sharps dispenser to be located at the public washrooms is for a very small, concentrated population of users and meant to give them a safe place to dispose of needles but not currently a big issue in our Downtown. There is another program called RAAM for outpatients or those who do not want to use the OATC building in our downtown for treatment. The Sergeant also asked if we could request the Members assistance with those who have cameras in their businesses. He would like to know who has a camera, its location and how long the footage is recorded for. The Board agrees to have this request added to a newsletter and have the members contact the detachment with the details. The Board would like to extend an invitation to attend a Zoom Board meeting or our AGM to answer any other questions from the Board or our Members.

- There is still a lot of questions and hesitation about Parry Sound Tourism's part in the Trillium grant. The Board will want to be hands on for all decisions and follow the procurement policy should we be awarded the grant.

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## New Business

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- David asked if there needed to be any further changes to the proposed 2021 budget before Board approval. There were no changes brought forward.

### **Resolution 21-01**

"A motion was made by Karen Hobson to accept the 2021 budget and was seconded by Roger Burden"

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## Reports

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- A. Beautification Report – Bernice Anderson. Detailed report on file.  
This is a quieter time for this committee. Christmas decorations will come down next week. They have plans to meet again in March for spring planning.
- B. Events Report- Karen Hobson. Detailed report on file.  
The committee will touch base this month to start looking at what can be done this year.
- C. Marketing Report – April Denman. Detailed report on file.  
Krista and April met and have a plan with back up until March. Seanan has her contract for 2021 to review, April will sign with her.
- D. Financial Report – Karen Hobson. Detailed report on file.  
It seems from Angels last report that we may have a surplus of funds. She did not email back by this meeting time to confirm and the bank statement has not been delivered

either. April will follow up. We may purchase the 13 custom Christmas sprays to take advantage of the pricing if there are surplus funds.

- E. Council Report – Roger Burden – Roger reports that there has not been a meeting since December 17, and there will only be one in January, so nothing to report at this time, but he will make some calls with the Town about who wrote the last RED grant on our behalf.
- F. Administrators Report – April Denman – detailed report on file.

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## Next Meeting

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The next Board of Directors meeting is scheduled for February 10, 2021 – this will be via Zoom again due to the province wide lockdown. Invitation to follow.

Meeting was adjourned at 8:04 pm – moved by Bernice Anderson, second by Thomas Clark.

Minutes of the meeting were recorded by April Denman, Executive Administrator