



DOWNTOWN
PARRY SOUND

MINUTES

Parry Sound Downtown Business Association Board of Directors Meeting

February 10, 2021

David called the meeting to order at 6:43pm

In Attendance

Board Members: David Coles, Thomas Clark, Karen Hobson, Roger Burden, Bernice Anderson, Seanan Megyesi, Doug Wilton
Staff: April Denman

Approval of Agenda

“Motion to approve the agenda for this February 10, 2021 DBA Board of Directors Meeting”

Moved by: Bernice Anderson

Seconded by: Seanan Megyesi

Carried

Approval of Minutes

“Motion to approve the Minutes from January 13, 2021 DBA Board of Directors Meeting”

Moved by: Thomas Clark

Seconded by: Seanan Megyesi

Carried

Declaration of Pecuniary Interest

David declared a conflict due to Georgian Bay Software’s submission to our RFP for website hosting and maintenance. He will leave the meeting when that item is up for discussion on the agenda.

Correspondence

A. The Great Lakes Cruise Association

- Vladimir Shehovtsov, Economic Development Officer with the Town of Parry Sound emailed an FYI regarding The Great Lakes Cruise Association Announcement. They have rebranded themselves and have a new logo after 20 years of developing the Great Lakes into a viable cruise region. Parry Sound is a member of their association and once cruises

are permitted again in 2022, Parry Sound Town Dock will continue to be a stop on their route.

B. Budget update From Rob Beaumont

- Rob Beaumont received our approved budget for 2021. He states that he usually brings this to council with the tax rate by-law in May but will check with Stephanie Phillips, Director of Finance to see if it can be taken earlier. The ratio by-law has not been passed yet so the DBA rate cannot be set until that is done. He will let April know when he is taking our budget to Council so she can attend for questions from Council.

C. Explorers Edge

- Kate Monk with Explores Edge was asked at the Board Meeting for OBIAA what was going on with Parry Sound? We have been pretty quiet as far as OBIAA is concerned, but they have heard only good things about the PSDBA. Apparently, our social media marketing has gotten noticed at the provincial level.

We were able to partner with Explorers Edge for their annual Wolf Howl January 28, 2021. It is usually held in Algonquin Park but this year through zoom. Tickets to The Island Islander Adventure Tours was the prize for participating and we added \$200 Downtown Dollars for the winner. This campaign was seen in Canada and the US.

Old Business

A. RED Grant

- The RED grant has been applied for. Initially it was thought that we could pull from both streams being offered, but it turns out that we had to choose either the Economic Diversification and Competitiveness stream (marketing/skills development) or the Strategic Economic Infrastructure stream (streetscaping/landscaping). We chose the Strategic Economic Infrastructure stream as we have applied for the Trillium grant that is for our marketing plans, which meant that some of the items in our letter to the Town would not be included in this application – the strategic plan and Jukes Lane sign specifically, but we were able to add purchasing new banners. Clayton Harris and Vladimir Shehovtsov had input into the application and Stephanie Phillips submitted the grant.

**At this point, David left the meeting for the discussion and decision on the RFP for website maintenance and hosting. Thomas took over as Chair.

B. RFP for website maintenance and hosting

- We had one submission for our RFP from Georgian Bay Software. April spoke directly with Dan DiNicolo of 30K Networks, emailed Angel and Darly McMurray and Jason Roswell of Linkhouse Media, as well as our posts on social media and newspaper add. Daryl asked if the webcam and email would also be going with the new provider and April advised him to include all they currently do for the DBA in the proposal so that if successful, they could be paid for the services they are providing. Their proposal is attached. They Board would like clarification on the email addresses they noted, also that this would include monthly updates and we'd like a 3-year contract with opt-out options for both parties with 90 days' notice. April will confirm with Angel and if agreeable, the Board is set to approve their proposal.

Resolution 21-02

A motion was made to accept Georgian Bay Software's offer of service with amendments as above.

Moved by: Seanan Megyesi

Second by: Thomas Clark

Carried

New Business

A. DBA Boundaries

- From August 2019 Board Meeting Minutes:
“DBA Boundaries
 - The last boundary expansion was approved by Council on July 24, 2013
 - The Municipal Act states if a BIA wants to alter its boundaries a resolution stating their wishes must be sent to Council for approval before the process is begun.
 - The boundaries should be reviewed every four years. It was suggested this be done two years into the board members four-year term. A policy will be developed by Susan”

A policy was never created. David has asked each Board Member to bring ideas for a new policy to the March Board Meeting for discussion. We should have a policy in place before someone asks to join the DBA outside our current boundaries.

Reports

- A. Beautification Report – Bernice Anderson. Detailed report on file.
- B. Events Report- Karen Hobson. Detailed report on file.
- C. Marketing Report – April Denman. Detailed report on file.
- D. Financial Report – Karen Hobson. Detailed report on file.
- E. Council Report – Roger Burden – Roger reports that the budget timelines are late this year with the new staff just coming in. The re-surfacing of the ice at the BOCC is still not decided.
- F. Administrators Report & Chamber of Commerce Report – April Denman – detailed report on file.

Next Meeting

The next Board of Directors meeting is scheduled for March 10, 2021 at 6:30pm at Parry Sound Public Library

Meeting was adjourned at 7:47 pm

Moved by: Roger Burden Second by: Thomas Clark Carried

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