



MINUTES

Parry Sound Downtown Business Association Board of Directors Meeting

July 10, 2024

Doug called the meeting to order at 6:30pm

In Attendance

Board Members: Tim Dunn, Doug Wilton, Meredith McCaffrey, Don Corbett

Councill Representative: Chris McDonald via zoom

Regrets: Kaila Stevenson, Dave Williams

Absent: Bernice Anderson

Staff: April Denman

Guests: none

Conflict of Interest Declaration

None declared.

Approval of Agenda

“Motion to approve the agenda for this July 10, 2024 DBA Board of Directors meeting.

Moved by: Meredith McCaffrey

Seconded by: Don Corbet

Carried

Approval of Minutes

“Motion to approve the minutes from June 12, 2024 DBA Board of Directors meeting.

Moved by: Tim Dunn

Seconded by: Meredith McCaffrey

Carried

Correspondence

- Parry Sound Public Library asks the DBA Board of Directors to consider writing a letter or email to the Parry Sound Library Board in advocacy for better accessibility to the library auditorium.

“Motion to write a letter to Parry Sound Public Library Staff and Board in advocacy for better accessibility to the library auditorium.

Moved by: Meredith McCaffrey

Seconded by: Don Corbett

Carried

April to write a letter, Doug to sign.

Old Business

- The letter sent to Mayor McGarvey and Council was included as correspondence at the Town of Parry Sound Council meeting agenda July 2, 2024 but not read in its entirety and rather dismissed. April received a call from Dave Thompson explaining that Karen Jones was hired to make recommendations to whether the town should manage and operate Big Sound Marina and the Town Dock or hire another management company at the end of the current lease agreement in October 2025; and that consultation was not part of the process. The report is expected early fall. Public input will be asked for at that time. Since then, Metroland Media has reached out for comments. April reported that there is no mismanagement at the town dock, but it appears that the public interest is not forefront in decisions when a third party is managing.

New Business

Downtown Quality of Experience Team was created at the June 18, 2024 Town of Parry Sound meeting. Councilors Chris McDonald is Chair and Doug McCann is Vice Chair. A terms of reference document was circulated to participating organizations including the Town of Parry Sound, West Parry Sound OPP, District of Parry Sound Social Services Board, CMHA Muskoka Parry Sound, and Parry Sound Downtown Business Association. At that time, a Memorandum of Understanding was requested by a couple organizations and has since been circulated for comment from each organization. Both documents are on file. Since this committee was created, there has been an increase in OPP presence that appears to be helping. The committee will likely convene in the fall.

- DBA was requested to test a new Volunteer Parry Sound website. This website would work like a job board where organizations would post what volunteer positions they have available with a description and those looking for opportunities could connect directly.
- April is requesting to change the September Board meeting to September 4, 2024 (from September 11) as she will be on vacation (out west for a family wedding) Doug suggests it's too far out to approve and discuss at the August meeting.

Reports

Financial: none

Beautification: April reports that some town staff are discussing the possibility of hiring a full-time staff member dedicated to downtown, year-round. Their idea is that this person would work for the Town and directly with the DBA.

Events: April reports the committee has a water-skiing company interested in doing a show on the Seguin River for Maple Syrup Festival 2025. Discussions with Town staff has started as well as the possibility of closing Seguin Street.

Marketing: Unicorn Rebellion social media marketing plan was shared with the Board that will market DT as a destination for all things. Roll out should begin in September.

Council Representative: Chris asks if the increase in OPP in DT has been helpful to business owners on James Street.

Staff: April has emailed Jeremy Rand requesting a meeting in the fall to discuss improvements to the facade program, allowable uses in DT via the Official Planning process and a proposal for a “Downtown Business Permit” where new businesses would apply to the Town to ensure all bylaws are met (allowable uses in DT)

April has also emailed Rob Beaumont (again) to discuss recommendations made by BDO about levy amounts and their request that the DBA be provided with contact lists and levy assessments. The Board has asked Chris to follow up.

Adjournment: 7:26pm

Next meeting: August 14, 2024 – 6:30pm – Parry Sound Public Library.

DRAFT