



# MINUTES

## Parry Sound Downtown Business Association Board of Directors Meeting

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December 11, 2024

April called the meeting to order at 6:15pm

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### In Attendance

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Board Members: Meredith McCaffrey, Kaila Stevenson, Bernice Anderson, Dave Williams

Councill Representative: Chris McDonald

Regrets: Don Corbett

Absent: n/a

Staff: April Denman

Guests: Patty Hayes, Josh Mordan, Vanessa Morden, Karen Hobson, Jeff Thom

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### Elections

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Patty Hayes of Page by Page Consulting was hired to facilitate the election process for Chair and Vice Chair.

Patty asked for a “Nomination for the position of Vice Chair”

Meredith McCaffrey nominated Kaila Stevenson. Seconded by: Bernice Anderson

Kaila accepted. All assenting votes in favor.

Patty asked for a “Nomination for the position of Chair”

Chris McDonald nominated Meredith McCaffrey. Seconded by: Bernice Anderson

Meredith accepted. All assenting votes in favor.

Patty asked for a “Motion to add Meredith McCaffrey as signing officer and remove Doug Wilton and Tim Dunn”

Moved by: Kaila Stevenson Seconded by: Dave Williams

All assenting votes in favor.

At this time, the meeting was turned over to the new Chair of the Board, Meredith McCaffrey.

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### Prioritization and Approval of Agenda

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“Motion to approve the agenda for this December 11, 2024 DBA Board of Directors meeting with two additions under new business; 1. Josh Mordan’s request to join the Board and 2. attendance of a Board Member. New business to be discussed at the end of the meeting, after reports.

Moved by: Kaila Stevenson

Seconded by: Chris McDonald

Carried

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## Conflict of Interest Declaration

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None declared

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## Approval of Minutes

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“Motion to approve the minutes from November 13, 2024 DBA Board of Directors meeting.  
Moved by: Bernice Anderson                      Seconded by: Kaila Stevenson                      Carried

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## Correspondence

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- Amy Black – part owner of Pardon my Garden sent an email with comments and feedback regarding the events held in 2024 and suggestions and efficiencies for events in 2025. April is asked to share the email with the events committee.

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## Old Business

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- Chris reported The Downtown Quality of Experience Team held its second meeting to begin to assign action items. The minutes from the meetings are on file and available anytime. A Town staff recommendation will be presented to Council on December 17, 2024 that includes recommendations for on street security cameras and purchasing new garbage receptacles; that Downtown businesses are strongly encouraged to register their cameras through CAM Safe – an online portal that allows the OPP to know what businesses have cameras in case of a crime.

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## Reports

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- Financial: Town of PS \$20k contribution has been received. A new spreadsheet will be used in 2025 to track expenses more in line with our budget lines.
- Beautification: pergolas have been decorated for Christmas. The committee is working with 3 local artists to create new banners for hanging in spring 2025. An art tour/crawl will be created in Driftscape to compliment. Will include many art forms such as pottery and painters for example to move many different interest groups around downtown.
- Events: Committee will take business comments, concerns and suggestions into account before presenting proposed events for 2025. Business owners in attendance suggest creating more experiences, more often. Not necessarily big events nor around retail but to continue to draw traffic downtown. Continuing emphasis on shoulder seasons. Plan something for small business week.
- Marketing: what is a BIA social media plan using Unicorn Rebellion images. Plans to use multiple tours in Driftscape 12 months of the year. Create a window cling with QR codes for Driftscape and On This Spot to highlight different experience tours. Also, working with Driftscape to integrate live business directory on website.
- Council Representative: Downtown Quality of Experience Team update.
- Staff: report on file

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## New Business

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- Resignation of Doug Wilton received on November 14, 2024 and the resignation of Tim Dunn was received on November 18, 2024. Both emails on file and Town of Parry Sound has been notified.

Meredith asked for a “Motion to accept Josh Mordan of North of Muskoka Embroidery request to join Parry Sound Downtown Business Association’s Board of Directors”

Moved by: Kaila Stevenson

Seconded by: Bernice Anderson

Carried

April welcomed Josh; advised that the Board’s recommendation would be sent to the Town of Parry Sound for Council approval; April will notify once approval has been received and send all pertinent Board documents.

At this time, Meredith said the open meeting was over at 8pm, thanked the guests for coming and requested the meeting move to an in-camera meeting. Meredith excused Dave Williams so the Board could discuss his attendance. Dave refused to leave; Meredith’s attendance questions are unresolved; meeting adjourned at 8:10pm

Next meeting: January 8, 2025 – 6:30pm – Parry Sound Public Library.