



# MINUTES

## Parry Sound Downtown Business Association Board of Directors Meeting

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February 12, 2025

Meredith called the meeting to order at 6:15pm

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### In Attendance

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Board Members: Meredith McCaffrey, Kaila Stevenson – via zoom, Don Corbett, Josh Morden

Councill Representative: Chris McDonald – via zoom

Regrets: Bernice Anderson

Absent: n/a

Staff: April Denman

Guests: Dave Thompson

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### Prioritization and Approval of Agenda

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“Motion to approve the agenda for this February 12, 2025 DBA Board of Directors meeting with prioritization of Dave Thompson’s presentation.

Moved by: Chris McDonald

Seconded by: Josh Morden

Carried

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### Conflict of Interest Declaration

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None declared

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### Presentation

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Dave Thompson reports the camera recommendations from the OPP through the Downtown Quality of Experience Team have been installed at Seguin & James Street, Mary & James Street and a 180 degree viewing camera at Mary Street. These cameras are not web based at this time.

Council passed budget approval for 3 cameras on the waterfront and for increased maintenance in downtown, including a new street sweeper and human resources. Better lighting in parking lots and alleys such as lighting in Jukes Lane is also recommended.

OPP recommends businesses downtown participate in CAMSAFE program. Mr. Thompson offers to help on-board businesses.

Mr. Thompson has been directed by Council to provide feedback from the Board on advertising signage on the waterfront for businesses without frontages that could replace sandwich board signs on waterfront. This proposal does not meet the town’s by-law so an amendment would be needed. Aesthetics, electronic or not/size and if this is an appropriate project for the municipality to support are still being talked through. DBA Board is asked to have their comments back to Mr. Thompson by their next board meeting in March at the latest.

At this time Mr. Thompson left the meeting.

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## Approval of Minutes

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“Motion to approve the minutes from December 11, 2024 DBA Board of Directors meeting.

Moved by: Chris McDonald

Seconded by: Kaila Stevenson

Carried

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## Correspondence

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- Frank Camenzuli – comments on Town’s request for feedback on the draft Official Plan were previously circulated and on file.
- Deron Johnson – Orillia BIA sends Thank you for Thank you card after their main street fire

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## Old Business

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- Downtown Quality of Experience Team update – Dave Thompson’s presentation.
- Action Plan – Two policies to be updated at each meeting starting with Code of Conduct and Policies and Procedures at the March meeting.

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## New Business

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April presented the recommendations from the Events, Marketing and Beautification Committees, outlining plans for 2025.

- Event plans include Maple Syrup Festival, Summer in the Sound, Girlfriends Weekend and a new partnership with the Town for Canada Day. Taking recommendations from business members, the Events Committee will find more ways to host/collaborate for micro events downtown more often, utilizing the Driftscape App and starting with partnering with the Town for their Snowfest event.
- The Marketing committee will be working with Driftscape to automate the business directory on the website and to create tours throughout downtown during events.
- April presented the Beautification Committee’s 2025/2026 plan that includes the “Trestle Link” seating area, “Dock Lounge” and new banners. Partnerships with Canadore College and Community Support Services to build these are being formed. Committee is making a presentation to the Waterfront Committee and then to Council with the other committees.

Kaila presented the proposed 2025 budget as circulated. No concerns were raised.

“Motion to accept the Downtown Business Association’s 2025 Budget”

Moved by: Kaila Stevenson

Seconded by: Chris McDonald

Carried

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## Reports

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- Financial: Monthly spreadsheet was circulated. Include bank statement with Board package going forward.
- Council Representative: Chris reports Council approved \$84k to replace shoppers docks. There is \$30k still remaining for replacing trees downtown. \$30k is allocated for recommendations from the Downtown Quality of Experience Team. 100k was approved to move the pump out station to Big Sound Marina this year.
- Staff: Report on file

“Motion to Adjourn”

Moved by: Chris McDonald

Seconded by: Kaila Stevenson

at 8:06pm

Next meeting: March 12, 2025 – 6:30pm – Parry Sound Public Library.