



MINUTES

Parry Sound Downtown Business Association Board of Directors Meeting

November 13, 2024

Doug called the meeting to order at 6:19pm

In Attendance

Board Members: Tim Dunn, Doug Wilton, Kaila Stevenson, Meredith McCaffrey

Councill Representative:

Regrets: Don Corbett, Bernice Anderson, Chris McDonald

Absent: Dave Williams

Staff: April Denman

Guests: none

Conflict of Interest Declaration

None declared

Approval of Agenda

“Motion to approve the agenda for this November 13, 2024 DBA Board of Directors meeting with the addition of comments requested by Town Staff about the change in the Town’s Santa Clause parade route.

Moved by: Meredith McCaffrey

Seconded by: Tim Dunn

Carried

Approval of Minutes

“Motion to approve the minutes from October 9, 2024 DBA Board of Directors meeting.

Moved by: Meredith McCaffrey

Seconded by: Kaila Stevenson

Carried

Correspondence

- Ryan McKeown: email on file. Board thanks Ryan for his time in emailing his comments and concerns.
- Councillor Ashford: mention of the beautiful fall planter boxes at the intersection in downtown. Comments shared with Beautification Committee
- Amy Black: undesirable activity around Pardon My Garden. Email on file. Board thanks Amy for emailing comments and concerns. Comments to be shared at Downtown Quality of Experience Team meeting.
- Steve Anderson: state of maintenance at town dock in the off season. Email on file. Board expressed interest in holding Town Staff accountable to our MOU.

- Chamber of Commerce: DBA sponsor award at Business Excellence Awards event. Board thinks this is a good way to recognize the Downtown members at this well attended event. Asks Marketing committee to consider adding this expense to their budget.
- Kawartha Credit Union: letter checking in after 1 year membership.
- Members comments received after a Parry Sound Living article about the state of crime in Parry Sound. Members with paid advertising in this magazine are disappointed that a lifestyle magazine would print such an article while also promoting prestigious properties and a Parry Sound Lifestyle and will likely reconsider any further advertising.

Old Business

- Action Plan – Board will be advocating for businesses more with Town Staff and educating the public, so it is known what projects are the DBA’s, possibly adding a plaque to the pergolas “courtesy of Parry Sound Downtown Business Association”
- Downtown Quality of Experience Team: meeting held October 24. Minutes on file. April to share in next newsletter

New Business

- April wanted to emphasize to the Board the positive reputation, the reach, and the exposé Downtown Parry Sound has with her attending and collaborating with a multitude of different groups and organizations.
 The Chamber: Advisory Board member. They have collaborated in multiple partnership opportunities and partner in sharing all downtown initiatives with their membership and audience on social media.
 The Economic Development Department for the Town: collabs such as a promotional video for the Town; A 4 Season Town -more opportunities to come.
 The Waterfront Committee: attend their meetings to stay connected for collaboration opportunities for input and one of their Board members attends the beautification meetings for the same reason.
 Explorer’s Edge: collaborations for marketing exposure for our events. April was asked to be a panelist at the Regional Tourism Summit to speak to how lesser known spots outside of Muskoka such as Parry Sound with less funding have to be creative and collaborate with other organizations to move things forward. How the DBA has done some innovative stuff like the Driftscape app launch for Girlfriends Weekend, On this Spot etc, collecting some surprising data along the way.
 CB&DC: collaborate to organize Small Business Week which otherwise, we wouldn’t have the capacity to do, they help fund Girlfriends weekend.
 Ontario By Bike: staying connected to bring that group of tourists into downtown.
 Service Clubs: offer volunteers
- The Town of Parry Sound released a press release on October 10 with notice of a route change to their annual Santa Clause Parade. The route will not be going through downtown this year. Town Staff asks for comment from the Board so that Council can make the final decision on the proposed new route. Board members will email their comments, and April will reply back to staff with these comments. Board members are not at all in support of this decision. Some have already spent money collecting supplies to offer to the public. They feel like they should have been consulted before this decision was made for input, to offer suggestions and consult with their members that could have mitigated some of the public outcry.

- Reports

- Financial: the bank account is in good standing
- Beautification: pergolas have been decorated for Christmas and just in time for Girlfriends Weekend.
- Events:
- Marketing:
- Council Representative:
- Staff:

Doug and Tim expressed extreme disappointment in the social media posts during Girlfriends weekend citing favoritism; April tried defending the efforts involved in getting material to share from members, and the work Krista did under her leadership.

Adjournment: 7:55pm

Next meeting: December 11, 2024 – 6:30pm – Parry Sound Public Library.

DRAFT