



# MINUTES

## Parry Sound Downtown Business Association Board of Directors Meeting

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October 9, 2024

Doug called the meeting to order at 6:35pm

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### In Attendance

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Board Members: Doug Wilton, Bernice Anderson, Meredith McCaffrey, Kaila Stevenson

Councill Representative: Chris McDonald

Regrets: Don Corbett, Tim Dunn

Absent: Dave Williams

Staff: April Denman

Guests: none

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### Conflict of Interest Declaration

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none

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### Approval of Agenda

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“Motion to approve the agenda for this, October 9, 2024 DBA Board of Directors meeting with the addition under Action Plan – “to create open dialogue with The Town of Parry Sound asking for accountability to their own property standards and property maintenance standards.”

Moved by: Bernice Anderson

Seconded by: Kaila Stevenson Carried

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### Approval of Minutes

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“Motion to approve the minutes from September 4, 2024 DBA Board of Directors meeting.

Moved by: Chris McDonald

Seconded by: Meredith McCaffrey

Carried

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### Correspondence – emails & letters on file

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- Nicolas Youmbi – Councillor at Ecole Publique aux Quatre-Vents interested in providing opportunities for their students to volunteer to get their required hours to graduate.
- Peter Istvan emailed looking for partnership in bringing a LinkedIn expert in to provide a workshop. The Board is not in favour of helping to fund this workshop, however we will

support Founder Circle through resharing on social media and possibly sponsoring a DBA specific award.

- Doris Muckenheim wrote a letter asking for an update on the Downtown Quality of Experience Team and the dire need of help for the Downtown. Chris will follow up with Town Staff and reiterate the urgency of booking a meeting.

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## Old Business

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- Action Plan: The DBA Board of Directors expresses their explicit request “to create open dialogue with The Town of Parry Sound Staff through the MOU asking for accountability to their own property standards and property maintenance standards.” April & Kaila to meet with Staff to discuss update to MOU and ask Chris to have it approved by Council.
- Downtown Quality of Experience Team – noted in correspondence

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## New Business

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- There should be Board representation at the Marketing & Events Committee meetings as there is with Beautification. Meredith has offered to participate in the Marketing committee. April says that there is a business owner interested in joining the Board who is also on the Events Committee, so this seat will remain open temporarily, giving that business owner time to make a decision.
- DBA was invited to attend the NOHFC Board reception at the Stockey Centre. Doug and Tim attended to represent. The announcement was that Gravenhurst will now be included in the Parry Sound catchment. More of a social event.
- BIAs in the north have been invited to participate in a Northern Summit hosted by Patty Hayes. This year will be in Midland to tour their newly developed downtown and meet the new staff there.
- There is an intern funding opportunity offered by NOFHC. April to investigate.
- The 2025 budget was tabled until Kaila and April prepare a draft.

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## Reports

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Financial: No report provided but accounts are still in good standing.

Beautification: Pergolas have been built over the seating area at the James Street parking lot. Gardens are out for the season; trees have been pruned. Seasonal boxes with lanterns will be placed at the intersection for the fall season.

Events: Committee is looking at acquiring the Witches Walk and possibly adding a new event

Marketing: Board members ask when Unicorn Rebellion marketing plan will roll out. April reports committee working with local influencer to create reels to go with the stills that have been created – roll out likely in the new year with the launch of the shop downtown card.

Council Representative: DT Quality of Experience Team will be meeting. Town Staff are looking at options for the repairs needed on the Waubuno Bridge at Old Town Beach. Board members frustrated that stakeholders who live and work on the waterfront have not been consulted about any new development plans for the waterfront.

Staff: report on file

Adjournment:

Next meeting: November 13, 2024 – 6:30pm – Parry Sound Public Library.

DRAFT