



MINUTES

Parry Sound Downtown Business Association

Board of Directors Meeting

June 11, 2025

Meredith called the meeting to order at 6:35pm

In Attendance

Board Members: Meredith McCaffrey, Don Corbett, Josh Morden, Bernice Anderson

Councill Representative: Chris McDonald

Regrets: Kaila Stevenson, Kjell Klockars

Absent: none

Staff: April Denman, Krista Holmes

Guests: Sally O'Connor – Community Engagement/Deputy Clerk for the Town of Parry Sound; Christine Barager – owner of Clippers

Prioritization and Approval of Agenda

“Motion to approve the agenda for this June 11, 2025 DBA Board of Directors meeting with prioritization of introduction of Sally O'Connor and Krista Holmes social media presentation.

Moved by: Josh Morden

Seconded by: Don Corbett

Carried

Conflict of Interest Declaration

None declared

Presentation

Sally introduced herself; explains that her role is still being defined; currently includes filling in for Rebecca, The Clerk from time to time; a blend of communications and publications; community engagement; media releases and looks forward to networking with DBA. Sally reports the Town will be releasing a survey with questions from each department at the Town on how the public wishes to receive specific information from the Town – though email or social media for example.

Krista's short presentation (on file) included collaborations in 2025 with The Town such as the upcoming Canada Day event, Façade Improvement Program and Pride flag raising with insights and stats. Questions were raised about how the Town engages or does not engage on social media with public comments. Sally reports she is currently only proving content; the Town's Recreation Department is currently running the Towns' Facebooks page; a revamping of the Towns' social media policies is being considered and will include staff training. The Town is currently not engaging with public comments at all.

Board members kindly request that the DBA maintain their own identity on social media with other organizations sharing DBA content, projects and events.

At this time, Sally and Krista left the meeting.

Approval of Minutes

No minutes to approve as May 14, 2025 meeting was also the AGM.

Correspondence

- The Township of The Archipelago is pleased to inform PSDBA that your Municipal Grant Funding request for Maple Syrup Festival has been approved. April to write a letter of thanks; Meredith to sign.

Old Business

“Motion to approve the Sidewalk Patio application from The Blue Lagoon”. Motions were received via email on May 22, 2025

Moved by: Meredith McCaffrey

Seconded by: Chris McDonald

Carried

Application was sent to the Town for approval and has since been approved.

- Parry Sound Area Chamber of Commerce Business Excellence Awards recognize outstanding businesses and individuals in the Parry Sound area. The annual event celebrates achievements in areas like customer service, community spirit, and overall business success. The DBA Board is proud to sponsor and present a deserving Downtown business annually. This year’s recipient will encompass the spirit of Downtown; a business that participates in all events; celebrates new neighbors and advocates for a positive image of Downtown. The Board wishes for the membership to send in their nominations via survey and that a new theme/criterion be chosen annually at the April Board meeting.
- Per Action Plan recommendations: Code of Conduct, Confidentiality, Violence and Harassment and Conflict of Interest policies were combined in March 2025. The Board approves these be renamed under Code of Conduct. The Fundraising Meter policy shall be achieved as there are no longer any meters.
Lending Policy and Popcorn Machine rules & regulations to be updated for approval at the July 9, 2025 Board meeting.

New Business

- Parry Sound Downtown Business Association will be celebrating their 50th Anniversary in 2027. The Board of Directors wishes to create a committee to fundraise and decide on some legacy projects to mark the occasion.
Ideas shared: commemorative signage, bronze sculptures on granite boulders, include indigenous community, historical and nature inspired.

Reports

- Financial: Kaila shared the monthly bank statement with the Board via email.
- Beautification: Banners project complete except for 6 which are awaiting new banner arms; 10 planters for the dock to be planted June 12.
- Events: April reports the partnership with The Town for Canada Day is going well with over a dozen games and interactive inflatables to adorn James. The Tuesday Market will be in Market Square Park; Downtown business will host sidewalk sales, there will be vendors and a DJ on James Street. Parry

Sound CruZers will still have their car show in the evening along with Bands on the Bay at the Stockey Centre and fireworks in the Harbour.

Summer in the Sound will be Hawaiian Luau themed with a waterslide, surfing simulator, sidewalk sales, vendors, a DJ, the winner of Maple Fest talent show band, limbo and hula competitions.

- Marketing: April reports the Museum will be using Driftscape again for their scavenger hunt for Canada Day and the Automated Business Directory will begin after Summer in the Sound. Explorers Edge has already agreed to partner for half the annual cost for 2026.
- Staff: report on file.
- Council Representative: Chris reports the road line painting should begin soon. The new environmental product does not last as long.

Council has agreed to a parking review from Miller Street to the Trestle Bridge on Seguin Street and is proactively looking to find alternative parking arrangements such as leasing private property.

There is a Fitness Trail review underway and possibly a crosswalk at Gibson and Bay Street.

The Rosetta/James Street intersection review recommends removing parking spots for better site lines – no decisions have been made.

Adjourn at 7:58pm

Next meeting: July 9, 2025 – 6:30pm – Parry Sound Public Library.