



# MINUTES

## Parry Sound Downtown Business Association

### Board of Directors Meeting

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August 13, 2025

Meredith called the meeting to order at 6:29pm

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#### In Attendance

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Board Members: Meredith McCaffrey, Don Corbett, Josh Morden, Kjell Klockars, Kaila Stevenson

Councill Representative: Chris McDonald

Regrets: Bernice Anderson

Absent: none

Staff: April Denman

Guests: None

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#### Additions, Prioritization and Approval of Agenda

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“Motion to approve the agenda for this August 14, 2025 DBA Board of Directors meeting.

Moved by: Chris McDonald

Seconded by: Josh Mordan

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 July 9, 2025 DBA Board of Directors meeting.”

Moved by: Kaila Stevenson

Seconded by: Josh Morden

Carried

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#### Correspondence

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- The Canada 911 Foundation reached out as their 20<sup>th</sup> Anniversary ride will be coming to Parry Sound for the first time. April along with the Town and the Chamber have worked to bring over 200 riders into downtown. The route will have them coming in from Bowes Street to Seguin and onto James Street where they'll park and walk to the BOCC for a donated lunch. They expect to be downtown for one hour over the lunch hour so we hope folks who come to see this will stay for lunch and visit the downtown shops.

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#### Old Business

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“Motion to approve the updated DBA Busking Policy”

Moved by: Kjell Klockars

Seconded by: Kaila Stevenson

Carried

“Motion to approve the updated DBA Craft & Food Vendor Policy”

Moved by: Josh Morden

Seconded by: Don Corbett

Carried

“Motion to approve the updated DBA Downtown Dollar Policy”

Moved by: Chris McDonald

Seconded by: Kjell Klockars

Carried

Hiring and Social Media policies to be updated for the September Board meeting.

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## New Business

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- April made a request to create an ad hoc committee to oversee plans for the DBA’s 50<sup>th</sup> anniversary. Discussions arose around how to fund additional projects and April suggested exploring fund raising strategies that are more sustainable than seeking sponsorship first. April and Kaila to connect with Laurie de Fleuriot from Sound Fundraising Strategies.

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## Reports

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- Financial: Kaila shared the monthly bank statement with the Board via email and will work with April to update spreadsheet.
- Beautification: an email was sent to Mike Kearns in April McNamara’s vacation absence about the dead hanging baskets and request to remove them. From email reply (on file) “Staff are watering daily in an attempt to see if they can be revived this week. We can then revisit and try and schedule removal although I am not sure about the contractors availability this time of year. I would hope that folks would take stock of the rather extreme conditions this year and understand that there have been significant challenges.”

April had a phone meeting with Equinox about winterizing the new planters on the dock. They suggested using a small pump to remove some of the water in the holding reservoir at the end of the fall season and that they can be left with the soil over the winter as Winnipeg downtown does with theirs.

- Events: Witches Walk will have new additions – psychic fair, haunted house for kids at the Library and possibly a haunted historical walk. Girlfriends Weekend will have an 80’s/90’s Prom Theme.

Parry Sound CruZers report their best year yet with over 100 new members this year and they continue to exceed their fundraising efforts being on James Street.

Tuesdays Downtown have been the busiest day of the week with The Tuesday Market being held in Market Square Park.

- Marketing: April to begin converting information into Driftscape to automate the Business Directory on our website. Explorers’ Edge reached out for input on a last-minute ad opportunity in the Globe and Mail. This will be a fall issue showing there are still many reasons to head to Parry Sound after the summer season.
- Council Representative: Chris reports there are no downtown updates from Council.

- Staff Report: April met with Jeff Thom to explore the possibility of collaborating with the Town on a joint NOHFC application. The proposed initiative would support a fundraising strategy, the development of an electronic downtown dollar program, staffing enhancements, and a brand refresh in celebration of the DBA's upcoming 50th anniversary.

While the concept was thoughtfully considered, Jeff expressed a preference to proceed with his tourism strategy application independently, believing it would be more effective as a standalone submission. Following this, April consulted with Dustin Turner, the regional NOHFC representative, who noted that while the projects could have been incorporated into a joint application, they also hold merit as individual submissions. However, the DBA currently lacks the upfront financial resources required to pursue an application on its own.

Should the tourism strategy receive approval at Council, there may be future opportunities to support these initiatives through revenues generated by the proposed Municipal Accommodation Tax (MAT). That said, implementation of the MAT remains a longer-term objective and is still several years from realization.

Adjourn at 7:20pm

Next meeting: September 10, 2025 – 6:30pm – Parry Sound Public Library.