



MINUTES

Parry Sound Downtown Business Association Board of Directors Meeting

September 10, 2025

Meredith called the meeting to order at 6:31pm

In Attendance

Board Members: Meredith McCaffrey, Josh Morden, Kjell Klockars, Bernice Anderson

Councill Representative: Chris McDonald

Regrets: Kaila Stevenson, Don Corbett

Absent: none

Staff: April Denman

Guests: None

Additions, Prioritization and Approval of Agenda

“Motion to approve the agenda for this September 10, 2025 DBA Board of Directors meeting.

Moved by: Bernice Anderson

Seconded by: Josh Mordan

Carried

Conflict of Interest Declaration

None declared

Approval of Minutes

“Motion to approve the minutes from August 13, 2025 DBA Board of Directors meeting.”

Moved by: Kjell Klockars

Seconded by: Josh Morden

Carried

Correspondence

- None

Old Business

Bernice asked what source was used for the recommended updates and April reports that the OBIAA policy was reviewed and that Kaila’s feedback was included.

“Motion to approve the updated DBA Hiring Policy”

Moved by: Bernice Anderson

Seconded by: Chris McDonald

Carried

The DBA's Social Media policy was not updated at this time. The OBIAA policy is very robust and April thought that a fulsome update should be done given this opportunity to make changes.

New Business

- April made an application to Explorers' Edge Partnership Program for 2026 to expand the capabilities in Driftscape. This will drive more traffic to our website, enhance visitor experience with digital wayfinding navigation to key amenities such as parking and public washrooms and allow for an automated business directory.
This upgrade will also provide us with valuable data to know how visitors are exploring downtown, increase digital visibility of downtown businesses. The application was approved for 50% funding. Once updated, window clings will be created for businesses to display with QR codes to Driftscape and On This Spot.

Reports

- Financial: April shared the bank account balance and discussed the need for a better collection system as advertising fees for Maple Syrup Festival are still rolling in.
- Beautification: Bernice reports that the town's new sweeper is doing an excellent job of getting the weeds between the cobble stone, saving time for the volunteer gardeners. Inground gardens do not receive water after the last week in August. Plans to remove the plants in the ground on September 27th. Suggestions to terminate the hanging basket program and replace them with inground or planters that match the ones on the trail and town dock.
More volunteers are needed on Saturday mornings to upkeep inground gardens for next season.
- Events: Witches Walk will have new additions – psychic fair, haunted house for kids at the Library and face painting, witches' hat and broom making workshops. April has connected with the OPP to have a rolling street closer for participant safety. Girlfriends Weekend will have an 80's/90's Prom Theme.
- Marketing: Committee meeting at the end of September to plan for 2026
- Council Representative: Chris reports phase two of the town dock repairs is expected to be complete before the May long weekend in 2026. It should be noted that the funds allocated by the town and received from NOHFC for the project are strictly for structural upgrades and not beautification projects. A Councillor would like to see more shade on the dock – there are concerns about sightlines for boaters entering and exiting with the new docks alongside the dock and the marina neighboring the town dock.
The Economic Collaborative for the district has dissolved with most municipalities exiting with their \$8K contribution. The remaining municipalities – The Town of Parry Sound, McDougall and The Archipelago will continue to promote the district.
- Staff Report: April reports her learning opportunity at the Lindsay BIA's Strategic Planning Sessions. Many of the same issues as DTSPS – parking – employees taking prime customer spaces; how members view and value marketing and social media, events vs activations – staff time on one day events – if the weather was bad and the event failed, would businesses still view the event as a success?

April recommends creating a mission, vision and values statement for the DBA to guide decision making.

Adjourn at 7:25pm

Next meeting: October 8, 2025 – 6:30pm – Parry Sound Public Library.