



MINUTES

Parry Sound Downtown Business Association

October 11th, 2017

Meeting called to order by Mike Puro at 6:26pm

In Attendance

Board Members: David Coles, Sue Sullivan, Councillor Paul Borneman, Mike Puro, Karen Hobson

Staff: Susan Hrycyna

Guests: Dave Patten, Lynn Middaugh, Peter Brown

Regrets: Dora Logan, Cathy Downing

Approval of Agenda

“Motion to approve the agenda of the October 11, 2017 DBA Board of Directors Meeting”

Moved by: David Coles

Seconded by: Sue Sullivan

Carried

Approval of Minutes

“Motion to approve the minutes from the September 13, 2017 DBA Board of Directors meeting”

Moved by: Karen Hobson

Seconded by: Paul Borneman

Carried

Memorandum of Understanding with the Town of Parry Sound

Lynn Middaugh, Director of Development and Leisure Services, and Peter Brown, Director of Public Works attended the meeting to discuss any changes needed to the current MOU.

The following changes were discussed

- 1.2 - Change “The DBA is to coordinate the colour of the planter flowers with those of the hanging baskets through discussion with the Town” to read “The DBA is to coordinate some, not all, of the planters flowers with those of the hanging baskets...”. Lynn will discuss with April and let Susan know if they agree to this change.

- 1.5 - Change “The Town will install the temporary planters in June (weather dependent)” to read “The Town will install the temporary planters between the last weekend in May and the first weekend in June (staffing and weather dependent)”
- 1.13 - Can the watering of the hanging baskets and planters continue through September? No – the Town does not have the resources.
- 3.7 and 5.4 - The weed removal around the tree grills needs to be more consistent throughout the summer. The summer student, Tristan, ran the Madvac on Mon, Weds and Fri. On Tues and Thurs he swept and weeded. If a specific area needs attention Susan will contact Peter and Mark to let them know. We are not to contact Tristan directly.
- 13.1 - Susan was not notified when the Fall Sound Opportunity newsletter was done and missed out on a great marketing tool to let the residents know about the Fall and Christmas Downtown events. Lynn will make sure Susan is added to the distribution list for future editions.
- 15.1 - If DbA members want to let Peter know about an issue such as weeds, garbage, watering etc. they should contact Susan and she will forward the request to Peter or Lynn.

Lynn will make the revisions to the document based on the discussion and forward it to Susan for review. It will then go to Council for approval.

Peter was asked if the Madvac could be used to clean up the cigarette butts on a weekly basis through the fall. He will see if he has the resources to do this.

Correspondence

We received an e-mail from the Georgian Bay Biosphere reminding us that our annual Business/Organization level Biosphere Membership is about to expire. Susan will renew the membership.

Previous Business

- a) Christmas Lights in Market Square Park
 - Susan took a picture of the fountain in the park where we talked about installing a metal pole with lights coming off the top down to the ground. There is actually a tree in the centre so we could use the tree as the centre pole. There is an electrical outlet there. Lynn will talk to Parks staff to get their opinion and see if the electrical outlet has power. She will let Susan know.

b) Salvation Army Community Van

- Lieutenant Scott Allen sent a letter in response to Susan's meeting with him requesting the Community Van relocate, possibly around the corner onto Mary Street in front of St. James Community Centre. The response states the board does not feel this is a viable solution because it would make the visitors feel like they are not welcome on the streets of their town. They feel that it is not just relocating the vehicle, but also the relocation of the people and their opportunity to connect with the community. There is also the issue of losing access to hydro which would make it difficult to offer their services.
- There was much discussion about this issue and the board wants to work with them to find a better location, not to make them feel unwelcome. They don't seem to understand that this program has outgrown their location. There is a large crowd that can be intimidating, children are riding their bicycles on the sidewalk and street and climbing the trees beside the church and the board is worried that someone is going to get hurt.
- One option that was discussed was seeing if the McNabbs would allow them to use their parking lot. This would give them more visibility, they would have no issue waiting for parking spots, and the kids would have lots of room to ride their bikes in the summer. Susan will talk to Gary McNabb and will also inquire as to the cost of an Eco generator and will see how loud it is.

c) Strategic Plan

- Susan, Dan and Greg met to discuss implementation of the Strategic Plan workshop. They edited a survey for the DBA and DSC members, as well as a survey for the DBA members. Some dates were discussed and Susan will send out a new Survey Monkey asking for everyone's availability.

New Business

a) Water Tap

- Sue Sullivan has heard a lot of comments about the water tap at the BOCC being shut off on October 31st. We should try to keep access to water in the Downtown to service our visitors.
- The water has been given away for free and it costs the town money to provide this water. The residents are the ones funding this service through their taxes.
- There are some requirements for a public tap – good drainage, lighting, parking and it must be on town owned property. Peter cannot find a town owned space that meets the criteria in the downtown. He feels the ideal location is at the YMCA property.
- This will be put into the 2018 budget.

- Susan will find out what municipalities have water taps and will let the DBA members know so they can help to educate the public when they voice their concerns.
- b) Website RFP
- Susan has three examples of RFP's for website design. She will put together a draft document for the DBA's website design for the next meeting.
- c) Christmas Downtown Dollars – Sale and Giveaways
- We will offer downtown dollars for sale from December 1-24 at a 20% discount again this year. There will be a maximum amount people can purchase of \$100/day. They will be sold at Jeans Unlimited, The Town Trading Post and GB Software.
 - We will not giveaway the \$50 a day this year.
- d) Bearly Used Books – Kiosk
- The staff at Bearly Used Books have been looking after opening and closing the Information Kiosk on weekends. As a thank you Susan will buy a gift basket for them from Beverly's (\$50 value).
- e) Batman Update
- Batman is tentatively booked for the 2018 Downtown Car Show. David has spoken to him about possibly coming up on Friday. We will look into booking the ice surface at the BOCC for a private event inviting kid's from area camps to come and see him.
 - Paul will talk to April and Peter about indoor storage for his car on Friday night.

Reports

- a) Administrator- Susan Hrycyna. A detailed report is on file.
- b) Events – Susan Hrycyna. A detailed report is on file.
- Susan updated the board on the plan for Parry Sound Women's Weekend on November 24-26. She is working with a committee of Dan DiNicolo, Heather Murch, Lynn Middaugh and James Murphy from Explorer's Edge. We are partnering with EE on this initiative. The cost to the DBA is approximately \$2,750 to EE. There will be income generated of approximately \$1,200 through workshop registration. We will use Eventbrite to collect this money and the DBA will keep the revenue. As well we will be giving out approximately \$1,200 worth of downtown dollars. We do have a budget of \$2,000 for downtown dollars and to date we have only given away \$750.
- c) Financial – David Coles. A detailed financial report is on file.
- “Motion to accept the financial statements as presented”
- Moved by: Karen Hobson Seconded by: Paul Borneman Carried

d) Council – Paul Borneman

- There was a discussion about having more of a police presence in the downtown. Many stores are experiencing a high amount of theft. Sue feels if the police did more foot patrols it would help to curb some of this behaviour.
- Susan will write a letter to Staff Sergeant Mike Gordon outlining the issue and will invite him to a board meeting for further discussion. She will also copy Council.
- Paul is going to still invite the Community Services Officer to come to a future board meeting as well.

Next Meeting

The next meeting will take place on November 8th, 2017

“Motion to adjourn the meeting was made at 8:10pm “

Moved by: David Coles

Seconded by: Sue Sullivan

Carried

Minutes of the meeting were recorded by: Susan Hrycyna, Executive Administrator