

7) Financial Report:

- Report Highlights - Angelika Distler provided the financial report and the auditors are working on the year-end. Cannot finalize budget until auditors have completed the year-end statements.

a) Moved by: Dora Logan Seconded by: Brittany Mahnke

8) Marketing Report:

a) Report Highlights

- Brittany Mahnke mentioned that there are two advertisements due by the end of March: the Chamber Business Directory and Fun in the Sun. She will be meeting with Susan when she is back from holidays in order to discuss and receive administrative access to the DBA Social Media sites. She will send Board Members a copy of the Ads before they get submitted. She would also like access to the photo directory. She will develop quarterly Social Media Plans and present them to the Board at the next Board Meeting.

b) New Member Package

- Brittany Mahnke presented the current New Member Package designed to be given to new businesses joining the Downtown Business Association. Changes will be made by Brittany Mahnke and the final product will be brought back to the Board. Katrine Floegel Martin volunteered to help with the workup.

Action Item: Susan Hrycyna needs to provide Brittany Mahnke with Administrator access to Social Media.

Dora Logan would like the word “Welcome” in the Ad (due at end of March). She would also like the Win-Win to be reinstated. Put Win-Win on the next agenda –needs to be approved.

Action Item: Susan Hrycyna to execute the Win-Win in the month of March.

9) Revitalization Plan

a) Report Highlights

b) TD Green Streets

- TD Green Streets Agreement Terms were reviewed and Board agreed that DBA Chair sign the Agreement in support of the Revitalization of Market Square Park.
- Motioned by Dora Logan Seconded by Brittany Mahnke

10) New/Pending Business

a) Councilor’s Report

- N/A

b) Website Launch

- N/A

c) Schedule meeting to review draft Procurement Policy and draft DBA Constitution

- To be tabled at next meeting.

d) Festival of the Sound Sign

- Permission of the sign on the highway was given. Dora Logan suggested the DBA use the opportunity to advertise alongside the FOTS. The Board agrees that there are already too many signs along the highway but that there is definitely need for signage for the downtown at the Hwy 400 exit on Bowes Street.

e) Group of Seven Painting in Juke’s Lane

- Request was approved in prior meeting Feb. 12th.

f) Doors Open

- Anne Bossart will attend the April Board meeting to discuss this year’s Doors Open event and requested support.

- g) OSUM Conference Request - Last Minute request by Lynn Middaugh to supply OSUM (Ontario Small Urban Municipalities) Conference with 150 DBA promotional pens for the event the Town of Parry Sound is hosting Apr 30-May 1, 2014. Board agrees.
- h) Annual General Meeting – target weeks of May 5th or 12th and request that Susan investigate alternate venues and report back at the April meeting.
- i) Use of “numbered Resolutions” – Katrine Floegel Martin (taking the Minutes) asked about the format of using “numbered Resolutions” and the Board recommended that the Minutes outline provided by Susan be followed but that it was not necessary to use resolution numbers for the approval of Minutes and the opening and closing of the Minutes.

11)The meeting was adjourned at 8:05 p.m.

Moved by: Angelika Distler

Seconded by: Brittany Mahnke

Next Board Meeting: April 9, 2014, 6:30pm, GB Software

Minutes of meeting recorded by: Katrine Floegel Martin