



MINUTES

Parry Sound Downtown Business Association

February 14th, 2018

Meeting called to order by Mike Puro at 6:27pm

In Attendance

Board Members: David Coles, Councillor Paul Borneman, Mike Puro, Cathy Downing, Karen Hobson

Staff: Susan Hrycyna

Regrets: Dora Logan, Sue Sullivan

Approval of Agenda

“Motion to approve the agenda of the February 14, 2018 DBA Board of Directors Meeting with the following additions:

- Free Wifi in the Downtown
- Golf Tournament”

Moved by: David Coles

Seconded by: Paul Borneman

Carried

Approval of Minutes

“Motion to approve the minutes from the January 10, 2018 DBA Board of Directors meeting”

Moved by: Karen Hobson

Seconded by: Cathy Downing

Carried

Correspondence

- An email was received announcing a \$26 million Main Street Revitalization Initiative which will be administered by the Association of Municipalities of Ontario and its rural arm, the Rural Ontario Municipal Association. Parry Sound will receive \$41, 471. We are waiting to hear what the guidelines are for spending this money.
- Toni Walker from Above & Beyond sent in an e-mail asking Mike Puro represent her business in order to keep his position on the DBA Board after his business The Cooperators moves out of the DBA boundaries.

Previous Business

a) Salvation Army Van

- Paul will be meeting with Gary McNabb in the next few weeks to discuss the possibility of the Salvation Army's Community Van using their parking lot for their Community Outreach Program on Monday and Friday evenings a.

b) Website Proposal

- A proposal from Design for Good was received. Susan will ask Daryl to take a look at it and give us his opinion is before proceeding.
- Susan will ask them to give us a breakdown of the costs to see if we can get the price lower.
- We will call another board meeting to discuss this one item once we have the information.

New Business

a) DBA Vision Statement

Resolution 18-02

"Motion to adopt the following Vision Statement

To be the "Wildly Civilized" Georgian Bay Downtown that turns your wealth of experiences into amazing memories!"

Moved by: David Coles

Seconded by: Karen Hobson

Carried

b) Governance – Committees, Policies

- We have 10 policies that need a yearly review. Every month one policy will be sent out with the agenda for review. Any changes will be discussed at the following board meeting.
- We will start an Events and a Beautification Committee

c) Busking Policy Review

- The Policy does not require any changes. Additional locations were discussed, however, it was decided we would continue with the 10 original spots.
- The application form will be updated to state: There can only be 10 active buskers at one time. If all of the spots are occupied you must come back at another time. This will let us accept more than 10 busking applications.

d) Thank you for Book Keeping Services

Resolution 18-03

“Move to give Angel McMurray \$100 Downtown Dollars as a thank you for her book keeping services”

Moved by: Paul Borneman

Seconded by: Cathy Downtown

Carried

e) On This Spot Proposal

- A free app that takes people on a guided walking tour through the history of the downtown.
- Susan will get more information including a time line and a final price.
- Susan will apply for a MAP grant from the Town of Parry Sound to help with the funding. She will also look into funding from Explorer’s Edge.

f) Stop Gap Project

- This project will build portable, wooden ramps to make businesses with single step entry ways more accessible.
- They have received funding from the Town of Parry Sound and eight downtown businesses have signed up for this project.

g) Cruise Ships

- This summer the Pearl Mist will be making 10 stops and the Victory II will be in port twice.
- The town will be providing a free shuttle service again.

h) Free Wifi

- Parry Sound Muskoka Community Network has a program offering free Wifi to downtowns. They have already been in touch with the Chamber of Commerce and a public meeting has been scheduled for March 2nd. Susan will be in touch with Christie and will share information with the members.

i) Golf Tournament for Community Mental Health Association

- The Mental Health Association is holding their annual fundraising golf tournament on July 2nd at the Ridge of Manitou. All funds go to the local chapter.

Resolution 18-04

“Move to supply the organizing committee of the Mental Health Association’s annual golf tournament with enough DBA water bottles to fill their swag bags”

Moved by: David Coles

Seconded by: Paul Borneman

Carried

j) Other

- Strategic Plan – Kay asked for a 5 day extension which Susan granted. We should have the draft plan by February 21st.

Reports

- a) Administrator- Susan Hrycyna. A detailed report is on file.
- b) Events – Susan Hrycyna. A detailed report is on file.
- All planned events were discussed in detail considering costs, resources, pros and cons.
 - The GB Craft Fair will be held on July 28th. Art in the Park was approached about holding our events on the same day and they were not in favour of this.
 - We will look into holding a street dance in 2019

Resolution 18-05

“Motion to continue with all of the listed events with the exception of the Open Streets/Sidewalk Sale”

Moved by: Karen Hobson

Seconded by: Cathy Downing

Carried

c) Marketing

- The Marketing Plan was discussed in detail.
- Some of the planned advertising was cut. The money that had been allocated for these items will be put into “Other Marketing”.

d) Financial – David Coles. A detailed financial report is on file.

- 2018 Budget Review

“Motion to accept the 2018 Budget with changes and deletions as discussed.”

Moved by: David Coles

Seconded by: Karen Hobson

Carried

e) Council – Paul Borneman

- The Canadian Snowbirds will be performing over the Parry Sound Harbour in front of the Salt Docks on June 13th, 2018.

Next Meeting

The next meeting will take place on March 14, 2018

“Motion to adjourn the meeting was made at 8:34pm “

Moved by: David Coles

Seconded by: Paul Borneman

Carried

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