



MINUTES

Parry Sound Downtown Business Association

April 11th, 2018

Meeting called to order by Daryl McMurray at 6:30pm

In Attendance

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

Staff: Susan Hrycyna

Regrets: Cathy Downing

Approval of Agenda

“Motion to approve the agenda of the April 11th, 2018 DBA Board of Directors Meeting with the following additions:

- Website Update
- Earth Day”

Moved by: Mike Puro

Seconded by: Sue Sullivan

Carried

Approval of Minutes

“Motion to approve the minutes from the March 14th, 2018 DBA Board of Directors meeting”

Moved by: David Coles

Seconded by: Mike Puro

Carried

Guest Speaker – Andrew Farris, On This Spot App

Andrew arrived in Parry Sound on Sunday and met with Susan on Monday morning to walk the main street. He also met Mike Morden on Monday evening. Mike was a huge help and passed on lots of historical information. He also spent all day Tuesday at the Museum working with Nadine and has over 200 photos. Parry Sound is one of the best towns for this app because of the wealth of history.

Some key areas are: Cascade Falls, Fitness Trail, Belvedere Hill, Tower Hill, Downtown, Town Dock and the Trestle bridge.

Andrew feels one longer tour through the downtown with some short 5 stop tours of the other areas would work the best. We have the option of a 10% discount off the total cost, or

bumping the number of stops from 20 stops up to 30 stops. It was decided that the extra stops would be more beneficial.

Andrew is also going to work on “Store Art”. This combines an old picture with a new ones. They would be sold in some of the downtown stores.

Do we need to get approval from the owners of the buildings that will be used? Once the app is designed there will have a 30 day period to review and make any changes. During this time the board can go through all of the pictures and write ups to see if there is anything questionable and at this time building owners could be consulted.

The map of the tours and photos should be ready by May 1st with the final product ready for launch by June 8th. A new layout of the app is being worked on. Susan will send this document to the board.

Correspondence

Jessica Caux from Hospice West Parry Sound asked if they could borrow the giant checkers game to use during their Hike for Hospice on May 6th, 2018. Susan will contact Jessica to arrange pick up.

A letter from Indigenous Services Canada was received outlining the restricted operating schedule for the Wasauksing Swing Bridge.

Previous Business

a) Salvation Army Community Van

- Gary McNabb has been talking to the Salvation Army about his concerns. Paul is hopeful this could be resolved by the middle of May.

b) Executive Administrator Contract Renewal

- Rebecca Johnson from the Town recommended Susan has an employment contract. She sent a sample contract. Susan will use that to update her contract for review at the next meeting.
- Susan to send the sample contract to Daryl for review.

c) Adoption of Strategic Plan

Resolution 18-09

“Motion to adopt the Strategic Plan as presented”

Moved by: David Coles

Seconded by: Mike Puro

Carried

- Daryl will give a deputation to Council outlining the plan at the May 1st Council meeting.

d) Website Update

- Daryl show the board the updated website. It can be viewed at www.newsite.downtownparrysound.ca
- The photo gallery will be across the bottom listing each event
- Members will be able to access their business listing to update information and add pictures. Any changes would have to be approved by the administrator.
- Daryl asked all board members to look through the old website and forward any comments and suggestions to him.
- Daryl will give a demo of the new site at the AGM. He will work on the member login to show how businesses will be able to edit their pages.

New Business

a) Review Volunteer Policy

Resolution 18-10

“Motion to approve the Volunteer Policy as amended”

Moved by: David Coles

Seconded by: Mike Puro

Carried

b) Town Crier – Free Wifi

- Susan has been working with Graham Porter to bring free Wifi into the downtown. The project will be 75% funded through the Parry Sound Muskoka Community Network.
- The free area will be on Seguin from our Information Kiosk to just past James St, James St from Mary St to the trestle bridge as well as at the Town Dock.
- Susan has been visiting businesses and has 10 possible hot spot locations lined up. Graham will follow up with them. There are also 4-5 businesses who are interested in advertising.
- Graham is working to reach critical mass (enough advertising and hot spots) so it can go live by June 1st.

c) Donation on behalf of Dora Logan

Resolution 18-11

“Motion to make a donation to the Festival of the Sound in the amount of \$150 in memory of Dora Logan”

Moved by: David Coles

Seconded by: Karen Hobson

Carried

- Susan will also send a card to the family.

d) Information Kiosk – Opening on Weekends

- Bearly Used Books used to open the Information Kiosk on weekends. Now that they have moved to their new locations they are no longer able to help out. Susan will talk to Mitch and Ryan to see if they can help.

- e) Fundraising Meters – July 1st – October 31st
 - The current fundraising initiative is over on June 30th. From July 1st – October 31st money will be collected to help pay for the new parkettes at the bottom of the James Street parking lot. Susan will make up signs with a picture.
 - Susan will paint the meters yellow and Alissa Hobson will paint flowers on them.
- f) Seguin Sam Location
 - We will place it at the Information Kiosk this summer. Daryl will fix the top so water cannot get in.
- g) Earth Day
 - Earth Day clean-up is April 22nd. The cadets will be in the downtown for 2 hours that day cleaning up. Susan will give them a case of water. Paul will take pictures to be put on Facebook.

Reports

- a) Administrator- Susan Hrycyna. A detailed report is on file.
 - Susan had a meeting today with Jeff Boulton. He is working with CBC and Netflix to film a TV series called Northern Rescue in Parry Sound from May 31st – September 30th.
- b) Events Committee Report – Amy Black. Minutes from the meeting are on file.
 - The Events Committee met for the first time on April 10th. Some of the key points that were discussed were:
 - License plates should be given out to the car show participants. Any extras could be sold (cruise ship passengers). They will be either red on black or black on red and will have #wildlycivilized on the bottom.
 - Staff Sergeant Mike Gordon approached Susan to ask if we would like the OPP Golden Helmet Precision Motorcycle Team to perform. We will combine this with Open Streets.
 - We will continue to offer paddles to businesses to display but our expectations on how they are to be displayed will be conveyed.
 - Parry Sound Women's Weekend was discussed with some ideas for an outdoor launch party.
 - The new Wildly Civilized 2019 event will not be a street dance. Some other ideas were discussed including an outdoor dinner.
 - Due to some of the negative feedback about Open Streets being cancelled Susan will write an article for the paper explaining DBA events including their cost, volunteers required etc.
 - David was able to secure the Jason Armstrong Dealership as a Gold Sponsor, NAPA/Ideal Supply has agreed to be a Silver Sponsor again and the Cadets are considering the Music sponsorship.

- c) Beautification Committee Report – Brenda Ryan. Minutes from the meeting are on file.
 - The Beautification Committee met for the first time today. Some of the key points that were discussed were:
 - The Beautification Committee recommends that we proceed with implementing Phase 1 of the Beautification Plan. This involves building two parkettes at the bottom of the James Street parking lot, two corner gardens at James and Seguin and 2 gardens midway down James Street in front of the Bargain Shop and the Big Sound Buy and Sell.
 - Council agreed to put \$8,000 towards this project and \$4,000 by the DBA
 - Susan will prepare Requests for Quotes for the work and supplies.
 - A budget must be submitted by July 31st for the \$43,000 received from Main Streets Revitalization. The committee will be discussing this at the May 23rd meeting and making recommendations to the board.

- d) Financial – David Coles. A detailed financial report is on file.
 - The audit has already taken over 6 hours of Angel’s time. We have to have a better system for next year. Could we give them all of our files instead of having to scan them?
 - Angel and David worked on new procedures for managing the downtown dollars. Susan will work on a policy for the next meeting.
 - Rick Lund has enough interest for approximately 60 more Remembrance Day banners. The town will be purchasing the banners arms. We will let the Town use our credit with Classic Displays, however the arms must be installed on either Miller or Gibson Street.

Resolution 18-12

“Motion to contribute the credit of \$531.10 towards to the purchase of banner arms by the Town of Parry Sound from Classic Displays”

Moved by: David Coles Seconded by: Mike Puro Carried

“Motion to accept the financial statements as presented”

Moved by: Karen Hobson Seconded by: Paul Borneman Carried

- e) Council – Paul Borneman
 - All items were covered during the meeting.

Next Meeting

The next meeting will take place on May 9th, 2018 at 6:30pm

“Motion to adjourn the meeting was made at 8:40pm”

Moved by: Paul Borneman Seconded by: Karen Hobson Carried

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