



MINUTES

Parry Sound Downtown Business Association

October 10th, 2018

Meeting called to order by Susan Hrycyna at 6:34pm

In Attendance

Board Members: David Coles, Councillor Paul Borneman, Cathy Downing, Karen Hobson, Sue Sullivan, Amy Black, Tanis Mack, Bernie Keating

Staff: Susan Hrycyna

Regrets: Daryl McMurray, Mike Puro

In the absence of the Chair and Vice-Chair, David Coles agreed to chair the meeting.

Approval of Agenda

“Motion to approve the agenda of the October 10th, 2018 DBA Board of Directors Meeting”

Moved by: Sue Sullivan

Seconded by: Cathy Downing

Carried

Approval of Minutes

“Motion to approve the minutes from the September 12th, 2018 DBA Board of Directors meeting”

Moved by: Paul Borneman

Seconded by: Amy Black

Carried

Correspondence

The DBA’s membership with GBBR has expired. We will renew the membership at a cost of \$120 for a year.

A letter was received from the Royal Canadian Legion Branch #117 asking to borrow our sound system for their Remembrance Day ceremony on November 11th. Approved.

An e-mail was received from Mike Puro with his resignation from the DBA Board. He is no longer employed by Co-operators Insurance. Due to the fact that he lives in Barrie he feels he will no longer be able to continue serving on the Board. Susan will send a letter to Council.

Previous Business

a) Walk of Fame Stone

- If we want to keep this initiative going we need to add at least one stone every year.
- Susan will put the same survey out on Facebook asking what movie should go on it. Northern Rescue will be included.

b) Website

- Daryl was not here to report on his progress with the website updates. Susan said she was able to put a large write up about the PS Girlfriends' Weekend with links for all of the workshop registrations.
- Susan will ask Explorer's Edge for some feedback on the functionality of the website.

c) Tesla Plug

- Susan filled out a request for a plug in the downtown but has not had a reply.

New Business

a) DBA Sound System Policy

- The sound system has been lent out numerous times. There was a discussion about who should be able to use it and should we charge a fee for rental. Susan will send Tanis a list of the equipment we have and she will investigate what other people charge for similar equipment. Should we ask for a deposit? We do have a pull up sign that should be displayed at the event.

b) Strategic Plan Update

- The Performance Measures and Action Plan Worksheets were updated and discussed. The Communications priorities were discussed. Susan will make a list of how we communicate to various groups.
- The MOU with the Town was discussed. Peter and April will be invited to our next meeting.

c) Marketing Budget for 2019

- The budget for marketing (not including our events) in 2018 was \$14,700. The budget for 2019 marketing will be \$15,000. Susan will pass this information onto Gel Creative. She will also let them know which of the items are non-optional.

Reports

a) Administrator- Susan Hrycyna. A detailed report is on file.

- Susan also updated the board on four workshop/classes she will be attending over the six weeks.

b) Events – Susan Hrycyna. A detailed report is on file.

- The Orillia Car Show and our car show are both booked for August 17, 2019. We will leave ours on the same date. “Biggest Little Car Show in the North”.
- The board had agreed to donate \$250 downtown dollars for the Pole Decorating Contest. Unfortunately there were no entries.
- Susan received two prices for helium for the Halloween Balloons. Obdam’s and Pardon My Garden were both \$2.50 per balloon. David has a contact for helium and will let Susan know more details later.
- Susan will be meeting with the Bayside Family Church about Light up the Park. We will no longer give out downtown dollars or have a draw for a child to “flip the switch” to turn on the lights. Susan will work with Shipman to install Christmas lights.
- The full itinerary for Parry Sound Girlfriend’s Weekend is on our website and registration has been open for 2 weeks. We have 100 free registration spots to receive \$10 downtown dollars. 41 people have registered. Once these spots fill up we will release another 50 spots. Don Cherry’s is willing to offer a buffet dinner for \$10.99. We will presell tickets for them. They will also bring in a band. Susan has reached out to Lukas Stark to see if he would be able to put on a magic show. If he is available we will promote the dinner beginning at 6pm, Magic Show at 7:30 and live music after. Tickets will be \$20. Susan will confirm whether or not the restaurant will also be open to the general public. A brochure listing all of the workshops and events will be printed and given to the businesses to give out.

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

“Motion to accept the financial statements as presented”

Moved by: Sue Sullivan

Seconded by: Cathy Downing

Carried

d) Council – Paul Borneman

- Rogers Hometown Hockey is coming to Parry Sound this weekend.

Next Meeting

The next meeting will take place on November 14th, 2018

“Motion to adjourn the meeting was made at 7:40pm “

Moved by: Amy Black

Seconded by: Tanis Mack

Carried

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