

***Downtown Parry Sound Business Association  
Board of Management  
Minutes of May 12<sup>th</sup>, 2011  
Georgian Bay software  
42 Gibson St.***

Present: Lis McWalter, Dayl McMurray, Perry Harris, Angelika Distler

Regrets: Shirlene Johnston, Dan McCauley

Administrator Heather Steele

- 1) Call to order: 6:00 PM
- 2) Approval of the Agenda for May 12<sup>th</sup>, 2011  
That the Agenda for May 12<sup>th</sup>, 2011 be approved as presented  
Moved by Angelika Distler  
Seconded by Daryl McMurray  
Carried.
- 3) Approval of the Minutes of April 14<sup>th</sup>, 2011  
That the Minutes of April 14<sup>th</sup>, 2011 be accepted as presented  
Moved by Perry Harris  
Seconded by Daryl McMurray  
Carried.
- 4) Wendall Fisher of the Parry Sound Active Transportation Committee came to the Board To describe the mandate of the Committee and to request endorsement of their Charter. PSATC started in 2006 under the "Take Heart Project". Definition of PSATC is "any form of transportation that uses muscle power". Including by not limited to bicycling, walking, skate boarding. The committee promotes healthy strategies and social benefits. Some advantages to using alternatives to motorized transportation would include less air pollution, cost of gas, repairs, and wear and tear to vehicles. Communities that encourage and promote biking and walking increase Tourism. The Committee works closely with Council on issues like linking trails (bike lanes are available from MacTier to Parry Sound) and they are currently working on a bike lane to connect Nobel. Other issues included repairs to the Bridge access under the railroad to Avenue Rd and the Cascade Isabella Rail crossing. The committee supplies a variety of reflectors for free to walkers and cyclists, along with safety tips. Wendal also noted that there are courses available to learn biking rules, which have to conform to the Hwy. traffic act. PSATC is sponsored by PS Health Unit under, a Spark Grant for Heart and Stroke. For more information or to endorse their Charter call 1 800 583 2808

MOTION: that the Downtown Parry Sound Business Association support the West Parry Sound Active Communities Charter. Completing and mailing the Endorsement Statement.  
Moved by Daryl McMurray  
Seconded by Perry Harris  
Carried.

5) CORRESPONDENCE

TugFest requested financial support for their August event. They will be notified that the DBA will not be able to help with funding, however the event will be added to the DBA website.

Rainbow County (under the RT0 13) requested participation of their on-line survey. The DBA falls under RTO 12. And we have already completed that survey.

The Board was notified about a seminar in Toronto for “transforming & Revitalizing Downtown”. After discussion on cost, and content, which looked to be for larger cities, the Board determined that we would look to other avenues to gain insight on best practices for downtown revitalization.

6) DBA Annual General Meeting:

The Board discussed the venue, content, budget, and food for the meeting. It was agreed that Lis and Heather will prepare the advertising for the membership. Advertising will include email, mail and radio. Daryl will contact our North Star representative about newspaper coverage. Members may request a copy of the 2010 Audit and 2011 Budget prior to the June 2<sup>nd</sup>, 2011 meeting. The BOCC has been booked. The meet & greet portion will start at 5:30 with sandwiches, tea & coffee. Heather to prepare copies of the 2010 Audit, 2011 budget, agenda, 2010 AGM minutes. The agenda will include presentation of the highlights of the Membership Survey.

MOTION: that the Board in principal accepted the 2010 Audit and 2011 budget. Both documents to be presented at the June 2<sup>nd</sup>, 2011 Annual General Meeting for Membership approval  
Moved by Angelika Distler  
Seconded by Perry Harris  
Carried.

7) Events:

Window decorating contest. The judging schedule will be confirmed by Shirlene on May 16. James King from the Moose has agreed to be a judge and Shirlene had contacted Janice Heidman from North Star to participate as a judge. BT has been very impressed with advertising in DT for the May 20<sup>th</sup> event and stated that if the winner of the window contest included BT in some form, that BT would provide free advertisement for the winner on the show. The final number of merchants who registered for the contest is 26.

Sidewalk sale. The Board requested the administrator contact Ron Beckett of the Moose to provide the key points for the script for the radio ads.

Advertising for events was to be handled by the “communication committee”, however this committee has not been organized as yet. Until such time, advertising for each event will be the responsibility of the event coordinator.

- 00) Adjournment: 7 PM  
Moved by Angelika Distler  
Seconded by Perry Harris  
Carried.

Due to a commitment Daryl McMurray had to leave the meeting. The balance of the meeting continued under “discussion & updates”

- Chamber:  
Perry reported that 45 people attended the “Accessibility Seminar” of May 4<sup>th</sup>, 2011. The attendees requested a Fall seminar be considered to drill deeper into the requirements. For those DBA members that could not attend, they may contact the Chamber to get a Free copy of the CD that contains the Accessibility requirements  
  
Fireworks: The Chamber was concerned about having sufficient funding to put on the same quality display as last year, however through some inventive inventive fundraising they will OK for 2011. Should there be an issue: the Chamber will come back to the DBA for some financial support. The Chamber will be having discussions on the feasibility of being able to continue this event in 2012.

- Beautification:

Light Sprays: Heather to follow with Dan and Daryl regarding the two units that need to be shipped back.

Horticulture: Lis met with Anne Bossart regarding flowers/horticulture. We are pleased to report that Anne has offered to be the lead on the flowers/horticulture. Anne reported that she has insufficient cycles to participate as a board Director. Anne reported that 10 planters will be out by May 18<sup>th</sup>, 2011. The Balance will be units will be out by June 1<sup>st</sup>, 2011. Anne is working closely with Town Operations on the delivery and placement of the planters. Heather will take care of planting the flowers at the Kiosk. Based on pricing, Little Gardens will be the provider. Due to the fact an early planting is required, Anne select a bush plant that will flower and change colour in the fall. They will be surrounded by pansies and then as required will be replaced with flowers to take us through the summer. As the bush plant is a perennial, in the fall it will be relocated from the planters to different location. (Tower Hill, Market Square, Stockey Centre are locations under consideration by the Board) the goal is for sustainable investment wherever possible.

Jukes Lane : Further cleanup is required. Heather will contact Perry for help changing the inside of the display box that is located high on the wall. Heather will contact Peter of Town Operations to inquire if the Town has made arrangements to sweep the sidewalks and cobble stones prior to the BT Event

Horse fountain: the Town was painting this week and should have the water running in it by next week.

Kiosk is opened and starting to fill up with all Parry Sound and Area has to offer.

Banners: The office received two calls from members noting that they had to pick damaged banners off the street. It will be noted that the vinyl banners are not as durable as nylon. And future decisions for banners will take this into account.

Bistro tables. Thank you to Brenda Timmins for taking on this initiative. The DT has more then 10 Bristol tables and chairs out. These have been purchased by the individual merchants who have taken responsibility for putting them out and taking them in at nights as well as their upkeep. The DBA will prepare a flyer of the new marketing concept "Do It in the Downtown" developed by Nancy Little of Artistic Endeavours. Depending on how much room is available, the flyer will include upcoming events in the area. Nancy has offered to laminate the flyers. The merchants will be able to attach this flyer under the glass top. Merchants who have purchased the bistro table are encouraged to place their business card under the glass and "No Smoking" decal if they wish.

- Treasurers report: Angelika presented to the Board for their records a Profit & Loss statement and Balance Sheet to included expenses up to May 10, 2011.
- \* Parking: The town by-law is considering presenting to Council increases to parking meters rates. Lis will meet with Tammy next week to discuss this and will update the Board at the next meeting.
- Items tabled for upcoming meetings:
  - Web site
  - Summer Student
  - Committees and Champion Review
  - Action Register
  - Butt station containers