

***Downtown Parry Sound Business Association
Board of Management
Minutes of June 9th, 2011
Georgian Bay Software
42 Gibson St.***

Present: Lis McWalter, Daryl McMurray, Angelika Distler, Dan McCauley, Perry Harris, Shirlene Johnston.

Administrator: Heather Steele

- 1) Call to order: 6:10
- 2) Approval of the Agenda for June 9th, 2011
That the Agenda for June 9th, 2011 be approved as presented
Moved by Shirlene Johnston
Seconded by Daryl McMurray
Carried.
- 3) Approval of the Minutes of May 12th, 2011
That the Minutes of May 12th, 2011 be approved as presented.
Moved by Daryl McMurray
Seconded by Dan McCauley
Carried.
- 4) CORRESPONDENCE
Business on the Bay – Tuesday June 21st, 2011 – 5 PM, Lis and Angelika will be attending, along with other directors and administrator if possible.

Promotional Item presented: Board will review the value added to the DT of this item, confirm if budgeted funds are available to be reallocated and make a motion at the next meeting to purchase or decline. (purse / pocket tool kit)

Dragon Boat request for popcorn Machine: Due to the lateness of the request the Board will look into if volunteers to man for the day. Perry will check on location and see if the beer tent would like to use and give the popcorn away on behalf of the DT. If not possible, will place on possible activities for 2012

Rainbow membership: Lis will review past membership cost, what the DBA receives for a membership, along with GBC and present a report with recommendations at the next meeting.

Rainbow fishing media opportunity will be forwarded to members who potentially could be interested in it.

Smoking by-law: members are to be emailed, explaining which buildings this effect. to help with clarification on questions pertaining to why some places and not others.

Market Square park: A suggestion came forward for promoting Market Square after noting how Bracebridge has the High School band play in their park. Shirlene will contact the school about playing in our park. The question is whether or not the High School Bands would be available during the summer hours as the instruments are property of the High School which is closed during the summer. We will look at this and other opportunities as having music in the park during a weekday would help bring people to the DT>

5) Annual General Meeting:

Response was very positive, with good feedback from members. Items to consider for next year include a) should there be a head table to make it easier for the Directors to respond to specific questions. b) Directors should be introduced at the beginning of the meeting. c) rules of voting should be explained, stating at the AGM all DT Members vote on all items presented. (motions, resolutions)

6) Beautification:

If the damaged units are not returned June 20th, 2011 the DBA will be invoiced for \$1,338.00 plus taxes. Daryl said he would have the units picked up from PUC June 10th, 2011, and make arrangements to have them packaged for delivery. He will let the Administrator know when they are ready for sending. Parry Sound Delivery to be contacted for cost of shipping.

Lis has arranged to meet with Peter Brown (Town Operations) to walk around the DT and note any items that require attention. As part of the strategic plan to work with our partners, "walk arounds" are planned to take place at least twice a year, with regular update in between. Director to be emailed a report on the outcome.

Flowers: Anne Bossart emailed her report, stating the finally flowerpots are out and planted. This year a different flower will be used and she looks forward to feedback from the members. Due to questions from a member on the flower units, an email will be sent to the members. This report will note the numbers of pots, kind of flowers, who is looking after the maintenance and requesting assistance to make sure the flower pots do not have garbage in them. Administrator to prepare and email out, including Town Operations and Council. This project could not have been completed without the partnership with the Town.

Banners: it was reported that more of the vinyl banners are being found on the ground. Perry and Heather to put a report together for the July meeting regarding the options for replacement banners in the fall of 2011 and spring of 2012 timeframe. Daryl to look into adding the DT logo and preparing the design to save on set up fees. Noted was that the PUC puts our banners up and takes them down at no charge to the DBA, however it was not known that the Town is invoiced. This should be noted when acknowledgment is given, another activity that involves Partnering. Thank you Town Council

7) Events update presented by Shirlene Johnston:

July 1st, 2011 :

Main St. Closed,

Entertainers 11-12, 12:30 – 1:130, 2-3, 3:30 – 4:30

Celine Cascanette, Jeff Young, Aaron Lycett

Between sets we are planning games like “minute to win it” and would like to give a gift of a coupon or \$ off for members who would like to participate. There would be no financial gain for the DBA but it would help to drive customers back into the participating stores and give them some free marketing from having their store announced as being the coupon that was won.

We are working with Artists Around the Sound to get them out on the street painting for the day. April at the Town was questioned about insurance, still following up on this.

We would like to follow up on our “Welcome to Downtown Parry Sound contest with a Happy Birthday Canada Contest. The mandate criteria will be a sign that said “Happy Birthday Canada”. The subjective criteria would be the most creative Canada Flag (i.e. made with flowers or tiny pictures ect) and best use of space both inside the windows. If using the street, keeping in mind the 4 foot pedestrian usage of the sidewalk. Everything used on Town property must be removable or biodegradable. (i.e. sidewalk chalk or water-soluble paint can be used on sidewalks but no permanent paint)
Judges would be similar mix as last time. Cash prizes would be the same.

In order to facilitate movement from the waterfront to the upper streets and back we have hired a people mover train. An operator is required. Administrator to contact April at the Town to confirm if the unit was approved for the streets. Also to be contacted is Airbounce to confirm grade usage, so the best route can be determined.

Recommended Marketing Strategy:

Share marketing and costs with Town and Chamber. DBA portion will be \$500.00

July 23rd, 2011 - The Doggy Days of Summer

This will be a contest for recognition only (no cash prize) for the most creative Doggie comfort station without encouraging them to tie their dogs up on the sidewalk. (water dishes, pop and scoop bags, biscuits ect) This will encourage our many shoppers with dogs to come to DT to browse, letting them know how welcoming DT is to pet owners.

Marketing Strategy:

Review Marketing budget. Looking at a Paper editorial

August 13th, 2011 – Carnival in Market Square Part
11 – 4 managed by Pentecostal Church
James St. closed, entertainers, activities like dunk tank & pitching booth
Entertainment moves down to the bandstand for the evening. Ends at 8 PM

Marketing Strategy: To be determined.

Wednesday Night concerts July & August

Partnership with the Town and Chamber. Chamber supplies the venue and Town splits the cost including advertising (max \$1,000.00)

July: 6 th	Kick Ptarmigan
13 th	3 rd Change
20 th	John Bailey and Lori Atkinson
27 th	Jazz Aspect
Aug 3 rd	Celine Cascanette
10 th	Big Sound Fiddle
17 th	Deb Jones
24 th	Aaron Lycett (TBC)
31 st	Annie Kane (TBC)

Marketing Strategy:
Radio, 3 spots each Wednesday. 3 x 19 = \$57.00 per week

Past events updates:

Breakfast Television was a great success, with tremendous TV coverage for Parry Sound and DT. A large crowd attended and it was a positive experience to collaborate with GB Country, the Town and the Chamber

Welcome to Parry Sound Window contest: Many positive comments on how good DT looks
Winners, 1st, Savvy Salon & Spa, 2nd, Ritchie Insurance, 3rd, White Squall

Sidewalk Sale: Members who participated stated it was either very successful with record sales, with others stating slow sales.

8) Chamber report:

New Website will be unveiled in a few weeks,
Business on the Bay June 21st, 5 – 6
Golf at the Ridge in connection to After 5 event – June 15th,
Festival of the Sound – After 5 July 20
Habitat for Humanity Fund-raiser June 25th 11-4 at the docks

Check the Chamber website www.parrysoundchamber.ca for more details

- 9) Treasurer report: Directors requested a minor format change. Angelika will reformat On advise by the Treasurer the following motion was put forward.
MOTION: To place into a Bank GIC the amount of \$16,667.00 for our Main Street project.
Moved by Dan McCauley
Seconded by Shirlene Johnston
Carried.
- 10) Special Project ? Chair Updates
- a) Shared Inter with Chamber. Have received 4 resumes. Of these, 3 look like viable candidates. Interview scheduled for June 16th,
 - b) Volunteer – discussed volunteer opportunities with the following 1) Linda Marshall and Helen Debassige regarding their interest in helping the board with marketing 2) Active Transportation (Wendell Fisher) agreed to participate in the planned Parking Committee 3) Christina Bossart for her urban development skills to help with strategic plan.
 - c) Conducted several meetings with the Town representatives and downtown businesses regarding ideas and promotions for downtown and collaborating with Chamber, the Town and other community groups for a potential 2012 Festival. The Artist Round the sound are interested in doing more for Jukes Lane.
 - d) Strategic Plan – conducted several meetings with area stakeholders to review the Membership survey Results. Following the DBA annual Meeting, we approved in principal the enhanced vision statement, Priorities and scheduled of Activities for the June to Dec 2011 period.
 - e) “Do It Downtown” posters. Posters printed per Board guidance.
- 11) Welcome packages: Administrator to connect with Shirlene and Angelika on the suggested changes to the package. The Board to be emailed on new members and when a welcome package will be delivered. Two Directors or one and the Administrator to deliver the packages. This will give the Board the opportunity to welcome the member and explain about the DBA. Email the membership on new members, encouraging them to make contact with the new member and opening communication lines, so that if a new member is not mention the membership will notify the office.
- 12) Town Office new date for moving back to 52 Seguin June 23rd, 2011. Dan will follow up with Rob Mens at the Town office on the suggested criteria for DBA office space.
- 13) Administrator’s contract: A committee of Lis, Perry, Dan and Daryl will compile a Job description and duties of the Administrator. The current administrator will review the document and report to the Board at the July meeting, on the feasibility of performing these duties under the current work hours.
- 14) Due to the length of the meetings, changes in agenda format and content were discussed. Suggested changes will be compiled by Lis and emailed to the Directors for their consideration.
- 00) Adjournment: 9:05 PM Moved by Perry Harris
Seconded by Angelika Distler
Carried.