

Parry Sound Downtown Business Association

Draft Minutes

September 20, 2012, 6:00pm

Georgian Bay Software

Present: Angelika Distler, Lis McWalter, Dan McCauley, Perry Harris

Regrets: Daryl McMurray, Claire Anderson, Shirlene Johnstone

Guest: Dora Logan

Staff: Susan Hrycyna

The board meeting of the Parry Sound Downtown Business Association is called to order by Chair Lis McWalter at 6:00pm

1) **Resolution 12-32**

“That the agenda for the board of directors meeting on September 20, 2012 is approved with the following addition”

- Dora Logan to present a Reward Shopping Downtown Proposal

Moved by: Angelika Distler Seconded by: Perry Harris Carried

2) **Resolution 12-33**

“That the minutes from the July 12, 2012 board of directors meeting be approved”

Moved by: Dan McCauley Seconded by: Angelika Distler Carried

3) Reward Shopping Downtown Proposal

- Dora presented an idea for a Reward Shopping Program for the downtown businesses. The program entails shoppers entering their name for a draw. The board members thought this sounded like a good idea. Susan to follow up with this program.

4) Correspondence

- Lynn Middaugh from the Town sent an e-mail asking to borrow our popcorn machine. Susan to look into our policy/contract. She will also figure out the cost of supplies and figure out what to charge for them.
- GBC is holding a golf tournament on October 3rd to raise money. The DBA board does not feel they should use DBA funds to enter this. Lis McWalter will be playing and will represent the DBA. The DBA also declines sponsoring a hole.
- We received an invoice from Parry Sound Power through the Town Office for an after hours call on July 1st. Susan to contact April to see if we can get an invoice from PS Power directly.
- The OBIAA sent an e-mail about a Regional Meeting in Hamilton on October 26th. It is a one day event from 11am-4pm and the cost is \$50 per person.

Resolution 12-34

“**Motion:** The board agrees to send up to two people to the OBIAA Regional Meeting in Hamilton on October 26, 2012”

Moved by: Perry Harris Seconded by: Angelika Distler Carried

- A letter was received from the District of Parry Sound Domestic Violence Coordinating Committee inviting the DBA to participate in their 9th Annual Walk for Community Safety. Susan will pass this on to the membership.

- Susan read an e-mail from John Crocker (Kitchen Cupboard Bulk Foods) expressing his concern with regards to the cruise ship who visited our town this summer. Lynn Middaugh has been working with the cruise lines and is hoping that in future visits they will include a visit to the downtown as part of their itinerary.
- 5) Administrator's Report – A detailed report is on file.
- The Facebook photo contest is over and the prizes have been delivered. All three winners were from Parry Sound. Our “likes” have increased from 40 to 365.
 - Susan said the downtown dollar program has been on hold. She is hoping to get it underway within the next month.
- 6) Action Register Update – The Action Register was updated and the following points were discussed:
- Susan sent out an e-mail asking businesses not to sweep their cigarette butts onto the street. She received a couple of e-mails from businesses regarding this issue. The board feels this issue can be addressed further through the Revitalization Plan.
 - Susan spoke to Captain Peter Van Duinen with the Salvation Army about having the van move to a different location during the summer months. He said this could be done and they will speak again next spring about this matter. He also agreed to move the van during the Midnight Madness Sale on November 16th.
 - Susan e-mailed Peter Brown to ask if there were any recycling containers being stored by the town. Peter said there were not but said he could request that the purchase of some be added to next years town budget.
- 7) Discussion on non-related topics
- Doris Logan spoke about the train bridge that crosses Bowes Street. Could we get it painted? There is a program in Toronto that encourages this sort of activity. Susan to look into this further.
 - Doris pointed out that there is no information about events happening at the Stockey Centre on the main street. Could we put something up in the notice board in Jukes Lane? Susan to ask Lynn Middaugh if she has something we could post.
- 8) Financial Report: Angelika Distler – A detailed report is on file.
- We currently have \$27,665 in two separate GIC accounts and \$36,777 in our chequing account.
 - Perry explained that the Chamber's Blue Book is on hold until next spring.
- 9) Chamber Report: Perry Harris
- It was a great summer down at waterfront; business was up about 9%. Perry heard lots of positive comments about the downtown area. Preston Stinger will be leaving as the Chamber's intern. Lis said she heard many comments on how great it is that the DBA, Chamber and GBC collaborate on so many different projects and events.
- 10) Events Report: Susan Hrycyna – A detailed report is on file.
- Canada Day follow up – The event came in \$225 under budget. Perry pointed out that numbers were down at the waterfront as well this year. The full report and budget is on file.
 - Great Lakes Cruising Club Promotion – We were slightly over budget. The boaters told Perry that felt very welcome in the downtown area. The DBA came across as great ambassadors for the downtown area.
 - Friday Nights on the Dock follow up - There was only one rain out. Moving the event to Friday night was good. There were no issues with the parking lot which was a previous concern.
 - Events planned for Fall 2012
 - Doors Open – Lis will help Susan to man the Kiosk

- Adopt a Pumpkin – Lis and Angelika will help her deliver them.
- Pole Decorating Contest – So far there has been a good response. 12 poles have been claimed, there are 33 available.
- Light up the Park/Midnight Madness – Light up the Park is two weeks earlier than in previous years. The members suggested a midnight madness sale on the same night.
- Ladies Weekend – This year we will donate some downtown dollars as prizes. Will the business owners contribute a prize as well (if not this year then next year).
- Santa Clause Parade – Last year we requested no parking on James Street between Seguin and Mary. We would like to extend that to Rosetta Street. Susan will make the request.
- Men’s Shopping Week – A week in December for the businesses to focus on customer service.
- 2013 Events – These will be discussed at the next meeting.

11) Website & Logo Design Update – This will be discussed at the next meeting

12) Chair Report: Lis McWalter – A detailed report is on file.

- Lis met with Larry Taylor regarding having a consumer study done. We can apply for an infrastructure and community development grant through Fednor. This study would give us information we really need such as to who our customer base is as well as demographic information. This study would be very helpful to the existing businesses and to any business who are thinking of coming into the area. Lis will fill out the application and submit it right away.
- Boundary updates – Lis will be meeting with Rob Menns tomorrow morning to give him a package with all of the information.
- Bonnie Keith sent Lis an email about a community program she saw in Colborne. The community places knitted scarves around the trees. Susan to thank her for passing this along to us.
- Lis received an e-mail from Jamie McGarvey. The Optimist Club puts on an antique car show in August at the YMCA. There was talk about the Optimist Club not wanting to continue with this event and Jamie would like the DBA to consider partnering with Doug Graham and the Optimist Club to hold the event downtown. Susan to contact Doug.
- The town is putting forward a bylaw to raise the parking rates from 50 cents an hour to 75 cents. This was presented at the last council meeting. Lis did a deputation and was given a month to do further research and to then make a recommendation to council as to the DBA’s position. There was a discussion amongst board members and it was felt the DBA must support the membership who does not want the parking rates to increase. It was decided a letter saying the board has discussed this and at this time we do not support increasing the meter rates. Lis will send a letter and ask for it to be entered as correspondence and will also ask that it be read in its entirety.

13) Follow Up

- Banners – We received a \$5000 LIP grant and we will discuss banner options in more detail at our next meeting. Susan is getting quotes from two companies. Susan will contact Parry Sound Power about putting up the snowflake banners for the winter.

14) Adjournment 9:06pm

Resolution 12-35

“That the Board of

Moved by: Perry Harris

Seconded by: Dan McCauley

Carried

Minutes Recorded by: Susan Hrycyna, Executive Administrator

Next Meeting

Date: Thursday October 11, 2012
Time: 6:00pm
Location: GB Software Rear Entrance

Approved by Chair

Date

DRAFT