

**Parry Sound Downtown Business Association  
Board of Management  
Meeting - Minutes**

**Date:** October 13, 2011

**Time:** 6:00pm

**Location:** Georgian Bay Software

**Present:** **Board Members:**  
Lis McWalter, Perry Harris, Daryl McMurray, Dan McCauley, Angelika Distler,

**Staff:** Miranda Gilbert

**Regrets:** Shirlene Johnston

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1. The board meeting of the Downtown Business Association is called to order at 6:02 pm.

**Motion:** "That the agenda for the board meeting of the Parry Downtown Business Association be accepted as presented."

**Moved by:** Perry Harris **Seconded by:** Daryl McMurray **CARRIED**

**Motion:** "That the minutes from the September 8, 2011 board meeting of the Downtown Business Association be accepted as presented."

**Moved by:** Dan McCauley **Seconded by:** Angelika Distler **CARRIED**

## 2. Action Register and Correspondence

The Action Register was reviewed and updated. Copy on file.

Highlights of correspondence included:

- Anne Bossart made a request that the DBA donate the perennial grasses and shrubs contained in the DBA planters to the Horticulture Society to plant at the garden in Tower Hill. The Board approved the request.
- Received notice from the Optimist Club that the Santa Claus parade is scheduled for Sat. November 26 at 4:30.
- Received communication from the Town Economic and Development office that the Area Community Communications breakfasts will start up again.
- Received notice from Lynn Middaugh that the Contact Ontario group will be in Parry Sound on Oct 26<sup>th</sup> to 29<sup>th</sup>. The agenda provides for 2 free hours on Saturday.

### 3. Reports

**3a. Events Report** – Presented by Lis McWalter on behalf of Shirlene Johnston. Detailed report on file. Highlights Included:

- Light up the Park - Shirlene would like some help to organize. Daryl and his father will provide experience from previous events and assist with lighting
- Doors Open - Doors Open committee members are requesting that they would like to add the event to the tear-off maps. The Board agreed to this request provided that the funding for event is approved. This will be revisited at a later date.
- Santa Claus Parade-Board members would like to have a presence in the parade and all agreed that they would contribute to our entry. It was agreed that an ATV and trailer decorated appropriately would be a good option. The desire is also to play music. The theme and details to be worked out.

**3b. Financial Report-** Presented by Angelika Distler. Detailed report on file.

- Finances are in good standing in accordance with budget

**3c. Chamber Report-** Presented by Perry Harris. Detailed report is on file.

Highlights included:

- The Chamber golf tournament was a success
- The Chamber After Hours was held at Tina's Fitness Studio
- As part of Small Business Week the Chamber will host 3 seminars – Time Management and Marketing on a budget, Customer Service and
- Business Directory – coming together well with more effort than had been expected
- Planned events for 2012 include The Home Cottage Show (June 22-23), In-water boat show (Aug 25) and the Great Race (June 25)

**3d. Chair Report-** Presented by Lis McWalter. Detailed report on file.

Highlights included:

- Claire Anderson has identified a volunteer to head up Marketing, Promotions and PR. Helen Debassige indicated she would assist in this area.
- The DBA attended a meeting initiated Georgian Bay Country with the organizers of the Sport Bike Rally to understand the current concerns. The Sport Bike rally will not be held in 2012 primarily due to the reduction in participants – a sign of changing demographics where larger “luxury” motorbikes are becoming more popular.
- The DBA has received agreement in principle to pursue the feasibility of building the DBA office in the Town office building. Details to be worked out. Lis and Angelika will represent the DBA in the process.
- Work has begun on the Downtown Revitalization Plan. Community organizations such as Georgian Bay Biosphere, the Horticultural Society, Artists Round the Sound, Georgian Bay Country, the Chamber as well as Town representatives have been engaged to participate. In addition several area individuals will provide expertise in areas such as streetscaping, urban planning, etc. Planning meetings will be held over the upcoming months.
- The DBA recommendation for updating Downtown boundaries is expected to be ready for Board review at the November DBA meeting with a goal of going to Council later in November or early December.

**3e. Intern Report-** Presented By Miranda Gilbert. Detailed report on file. Highlights included:

- Social Media -Currently in Preliminary Investigation. Looking into different avenues to add Social Media to our site. Currently following other DBAs on Twitter, Facebook, etc.
- Beautification – lead project for acquisition of cornstalks, scarecrows, and pumpkins. 176 pumpkins were delivered to businesses. Overall, the response has been very positive for the decorations. Sue at Jeans Unlimited has suggested having pumpkins carved. The DBA discussed building on this beautification initiative next year, adding more involvement from the community.

**Action Item:** Dan McCauley will speak with Sue about our plans for next year.

- Downtown Boundary initiative - Miranda reported that the process of documenting information required for the downtown boundary initiative is well underway. This entails a full walk around of the businesses in the downtown area and categorization by type of business. In addition, the DBA directory will be updated
- Tea and Trees Event - The DBA will donate two trees to Harvest Share for their Tea and Trees event. One tree will be for an adult, getting items from businesses to promote the downtown. One tree will be child-themed (Teddy Bear Picnic), providing the raffle winner with the means to host their own teddy bear picnic.

**Motion:** “That we proceed with this event”

**Moved by:** Daryl McMurray      **Seconded by:** Angelika Distler      **Carried**

#### 4. New Business

##### 4a. Horticultural Request

- That the DBA donate the perennials from our planters to be planted in the garden on Tower Hill
- **Motion:** That the perennials be donated
- **Moved by:** Perry Harris      **Seconded by:** Daryl McMurray      **Carried**

##### 4b. Summary of Ad Hoc Membership Meeting

This meeting provided a great opportunity to exchange ideas and provided the opportunity for the membership to provide feedback to the Board. Highlights are as follows:

- Feedback was given regarding closing the street for events. While not all agreed, the consensus generally positive.
- Adopt a plant - the businesses approve of this idea
- A recommendation was made to introduce a coupon book for next year
- Members would like to see more flowers next year
- Concern was expressed regarding the lack of weed control by owners of the property adjacent to the walkway at the north side of the lot
- A request was made to communicate with the Town that there should be no parking on James St. after 3:00 p.m. the day of the Santa Clause Parade. Members liked the idea of having hot chocolate available and would like more this year.
- A member wanted the non smoking bi-law to be revisited.
- The businesses liked the theme window decorating but did not feel they needed a competition
- Members wanted to organize a few ways to get tourists to spend more time downtown. Ideas discussed included Geo caching, walking tour maps, and Menu directories (Where do I find things?).

The directory idea was discussed by the Board

**Action item:** Daryl will have a directory resource idea to present for next meeting

## 5.0 Executive Administrator

The Chair requested that the Board now proceed to a closed meeting to discuss the next agenda item – Executive Administrator. Time: 7:44 p.m.

**Motion:** “To move into closed meeting

**Moved by:** Dan McCauley      **Seconded by:** Angelika      **CARRIED**

The Chair requested that Board return to an open meeting. Time: 8:00 p.m.

**Motion:** To move to an open meeting

**Moved by:** Perry Harris      **Seconded by:** Dan McCauley      **CARRIED**

**Motion:** To proceed with the hire through contract of the selected candidate, Susan Hrycyna with the contract to begin on November 01, 2011

**Moved by:** Angelika Distler      **Seconded by:** Daryl McMurray      **CARRIED**

**Motion:** The contract terms as presented and reviewed by the Board are accepted.

**Moved by:** Perry Harris      **Seconded by:** Dan McCauley      **CARRIED**

**Motion:** To close meeting. Time: 8:12

**Moved by:** Angelika Distler      **Seconded by:** Daryl McMurray      **CARRIED**

### **Next Meeting:**

**Date:** November 10, 2011

**Time:** 6:00pm

**Place:** Georgian Bay Software