



**Downtown Parry Sound Business Association
Board of Management
Minutes
November 13, 2013
Georgian Bay Software**

Present: Angelika Distler, Lis McWalter, Daryl McMurray, Dan McCauley, Brittany Mahnke
Regrets: Katrine Floegel Martin, Dora Logan
Staff: Susan Hrycyna

The board meeting of the Parry Sound Downtown Business Association was called to order at 6:32 pm by the chair, Lis McWalter.

- 1) Lis introduced Brittany Mahnke to the board of directors. Brittany brings to the board extensive marketing and promotional experience and she will be the lead for this in the future. Katrine Floegel Martin has also joined the board, however due to a previous commitment on Wednesday evenings she will not be available to attend board meetings until January.

“That the agenda for the board of directors meeting on November 13, 2013 is approved”

Moved by: Daryl McMurray Seconded by: Brittany Mahnke Carried

2) **Resolution 13- 39**

“That the minutes from the October 9, 2013 Board of Directors meeting are approved”.

Moved by: Angelika Distler Seconded by: Dan McCauley Carried

- 3) Administrator’s Report – Presented by Susan Hrycyna. A detailed report is on file. Items discussed in detail by the board members are listed below.

a) **Report Highlights**

- o The Win Win Promotion that was to take place today has been postponed until next week.
- o Dan McCauley asked how the contract for the LED sign on the CN train bridge was coming. Susan explained that she has met with John Este numerous times and the contract is now finished to both of their satisfaction. John wants to get a couple of points clarified by a lawyer. Susan has forwarded it to Lis and she will look it over and provide feedback.

b) **Correspondence**

- o Susan received an e-mail from Lynda Schwalm about an exhibit called “Walking With Our Sisters” that will be on display at the Parry Sound Museum from January 10-16. The exhibit is to bring awareness about the high number of aboriginal women who have gone missing or been murdered by displaying 1723 vamps (tops of moccasins). The board agreed that this exhibit will help to bring tourism to Parry Sound and specifically the downtown. We will do all we can to promote it through social media.

Resolution 13- 40

“That the DBA make a donation of \$100 to help fund this event.”

Moved by: Dan McCauley Seconded by: Daryl McMurray Carried

- Susan had someone speak to her with their concern over the protruding poles in the rocks located at the kiosk. It was decided that wooden boxes will be made to cover them.
- c) Action Plan – The Action Plan was updated

4) Financial Report: Presented by Angelika Distler – A detailed report is on file.

- Susan and Brittany will meet to discuss purchasing promotional items that can be used as giveaways.
- Angelika asked for clarification as to where the mileage reimbursement should be categorized in the financial statement. It was decided it will be tallied in a separate category called Mileage Reimbursement.

Resolution 13- 41

“That the Financial Report be accepted as presented”

Moved by: Dan McCauley

Seconded by: Brittany Mahnke

Carried

5) Events Committee Report – Presented by Angelika Distler and Susan Hrycyna. A detailed report is on file. Items discussed in detail by the board members are listed below.

a) The following events were discussed in detail:

- Light up the Park – Susan has a copy of Pete’s Christmas that we can show. It was decided that the event will begin at 6pm and we will start showing the movie on the back of the firehall at 6:30. Susan will speak to Greg Hobson to see if he would be able to provide a screen. She will also look into getting bleachers from the town. During the event we will do 8 draws for \$25 downtown dollars.
- Festival of the Trees – Susan will buy a few decorations for the tree and will also use \$75 in downtown dollars as decorations.
- Santa Claus Parade - Due to lack of availability of board members it was decided not to participate in the parade this year. In previous years the DBA has made the request to the town to close James Street from Mary to Rosetta at 3pm in order to ensure there are no cars parked in this area of the parade route. It was felt that this is a request that should be looked after by the organizers of the parade. Dan will pass the information onto the town.

b) Membership Survey Results – The survey results were discussed. Everyone was in unanimous agreement that the Downtown Car Show, the Georgian Bay Craft Fair and the Painted Chairs Silent Auction were very successful events and they would like to see them run again in 2014.

6) Marketing Report - To be discussed next month

7) Revitalization Plan and Chair Update – Presented by Lis McWalter. A detailed report is on file. Items discussed in detail by the board members are listed below.

- Kiosk – The planter boxes will be left out for the winter, they have Styrofoam liners to protect the plants. The benches and canopies will be stored inside the kiosk. Lis is working with Peter Brown to determine the best way to protect the grass over the winter. We will hold an official opening ceremony in the spring and will use that opportunity to recognize the contributors to the project.
- Beautification – The committee will be meeting to create a plan for 2014.
- Policies – Lis has been working on a Procurement Policy. Categories within the policy need to be discussed along with remaining policies.
- Consumer & Market Study – We now have approval for phase 1 from both Fednor and NOHFC. Working on phase 2.

8) New/Pending Business

- a. 2014 Budget Process – The board will hold a special meeting on December 10th at 6:30pm to focus on the 2014 budget. Each committee will prepare a report before the meeting. Angelika will prepare a preliminary budget and put it into an excel spreadsheet before the meeting so changes can be made during the discussion.
- b. Councilor’s Report – Dan McCauley provided information on the 2012 commercial taxes for businesses within the DBA’s previous boundaries. The assessed value of the downtown solely in a commercial basis (not including residential) is \$40,619,110. The amount of taxes collected by the town on these properties is \$1,101,132. This does not include the DBA’s levy.
- c. Website Launch –Sean has been collecting information from the businesses. After he has input the data he will be going to back to each business, showing them the website and having them sign off that what he has entered is correct. Daryl offered the services of GB Software for any business that wants to learn how to use the website. There is no projected launch date yet but will be set once the initial data has been input by Sean.
- d. DBA Policies/Insurance – Discussed under the Chair report

9) Next Meeting Date: December 18th at 6:30pm.

10) **Resolution 13- 42**

“The meeting was adjourned to an “In Camera” session at 8:00 pm with participation by the Board members only.”

Moved by: Brittany Mahnke Seconded by: Daryl McMurray Carried

Resolution 13- 43

“That the In Camera session is closed and the board meeting is adjourned at 8:15 p.m.”

Moved by: Angelika Distler Seconded by: Brittany Mahnke Carried

The following resolution was passed during the “In Camera” session:

Resolution 13-46

“That the DBA |Board of Directors agree to the changes to the Executive Administrators as presented”

Moved by: Daryl McMurray Seconded by Angelika Distler Carried

Minutes of open portion of meeting recorded by: Susan Hrycyna, Executive Administrator