



**Downtown Parry Sound Business Association  
Board of Management  
Minutes  
July 9, 2014**

Present: Dan McCauley, Dora Logan, Daryl McMurray, Sue Sullivan, David Coles, Jim Shaw  
Regrets: Sanjay Patel, Cathy Downing  
Staff: Susan Hrycyna

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The board meeting of the Parry Sound Downtown Business Association was called to order at 6:30pm by the Chair, Daryl McMurray

1) **Resolution 14-49**

“That the agenda for the board of directors meeting on July 9, 2014 is approved with the following additions:

- Item 7 (a) will be addressed immediately after the guest speakers in order to accommodate Dan McCauley having to leave the meeting early.

Moved by: David Coles

Seconded by: Dora Logan

Carried

2) **Resolution 14-50**

“That the minutes from the June 11, 2014 Board meeting are approved”

Moved by: Dan McCauley

Seconded by: David Coles

Carried

3) Guest speakers Jack Tynan from Metroland Media and Perry Harris from the Chamber of Commerce

a) Jack Tynan spoke about the newspaper’s approach to editorial.

- The main focus of the newspaper is to build an audience through direct distribution of the Beacon Star, subscriptions for the North Star, Sideroads magazine and their website. The website reaches about 30,000 visitors per month and 45% of readers do not live here.
- The best way for a community newspaper to build an audience is to involve local people. One of their foremost duties is to share everyone’s stories.
- Don’t hesitate to send something you think will be of interest in to the paper. If there is room they will put it in. There are places on the website where we can post ourselves. When something is sent in request that if there isn’t room in the

print edition can it be posted on line?" Be precise, clear, with phone #'s etc.  
When sending in pictures action shots will be picked over a static shot.

- b) Perry Harris updated the board on upcoming Chamber events.
- Perry feels there is good communication between the DBA and the Chamber.
  - PS Fall Flavour – Sept 26-28. So far 15 restaurants have signed up. They will each offer a special meal which will give the chef a chance to try new dishes. The hope is to attract seasonal residents as well as locals who would not usually go to some of these restaurants. If it goes well, the Chamber will apply for a grant for the following year that will include music.
  - Mobile Information Kiosk. The Chamber will have a 6'x12' customized trailer. They will travel throughout our area promoting tourism mostly on Wednesdays and Saturdays.
  - Parry Sound Opolo board game is in production and will be for sale soon. They will be selling them at the GB Craft Fair.
- 4) Administrator's Report –A detailed report is on file. Items discussed in detail by the board members are listed below.
- a) Report Highlights / Questions / Resolutions
- b) Correspondence
- An e-mail was received from Bobby Jo at Dainty Delights re: damage done to her awning by town snowplow – Susan will find out how much it cost Bobby Jo to fix the awning, and what the town's response was to her letter. She will follow up with Peter.
  - An e-mail was received from Peter Istavan re: Application by PS Active Transportation to join the Ontario by bike Network.

**Resolution 14-56**

"That the DBA board contributes \$250 towards the application to Explorers' Edge Partnership Fund to join the Ontario by Bike Network."

Moved by: Dora Logan

Seconded by: David Coles

Carried

- An e-mail was received from Rob Mens re: 8-80 Cities Community Workshop partnership. The DBA supports this project and will be involved with the steering committee. Since our 2014 budget is already set, we will not be able to contribute financially.
- c) The Action Items from the previous meeting were discussed.
- Children's park – A grant was not received for the skate board park, the town paid for the project. Susan will talk to GBBR about possible funding and Daryl will speak to Nadine at the museum to see if she knows of any available grants.

**Resolution 14-51**

"That the DBA board look into grants for a children's play park that could be build beside the skate board park."

Moved by: David Coles

Seconded by: Sue Sullivan

Carried

5) Events Report. A detailed report is on file. Items discussed in detail by the board members are listed below.

- Event Crisis Management Plan – Susan will purchase 4 walkie talkies, kitty litter, and a megaphone. She will also order golf shirts for the directors to wear when helping at an event.
- Sue and Daryl will help with registration at the car show. Susan will meet with Dan to figure out a plan for parking the cars.
- The water bottle labels are being printed and 40 cases of water have been ordered. They will be sold at our events for \$1 each.

6) Finances

- Angel has updated our version of QuickBooks and will have a report ready for the next meeting.

7) New/Pending Business

a) Councilor's Report

- CN Train Bridge Media Sign - If we want to pursue this we need to have a contract between CN and the Town of PS. There will be a fee for the lawyers to draw up this contract.

**Resolution 14-52**

“That the DBA board obtains an estimate from the town for what it would cost their lawyers to draw up a legal agreement between CN and the town for the use of the train bridge by RCC Media to display a sign.”

Moved by: David Coles                      Seconded by: Sue Sullivan                      Carried

**Action Item: Susan to send a letter to John Este and Rob Mens with this request**

b) Consumer Market Study

- Susan met with Lynn Middaugh and reviewed the four proposals that were received.

**Resolution 14-53**

“That the DBA board accepts the proposal from Urban Marketing Collaborative Group for a Downtown Consumer Market Study for the amount of \$48,750 plus HST.”

Moved by: Sue Sullivan                      Seconded by: Jim Shaw                      Carried

**Resolution 14-54**

“That the DBA board and the Town of Parry Sound are working collaboratively on a Downtown Consumer Market Study. The Town has made an application on behalf of the DBA to and received funding from the Northern Ontario Heritage Board and FedNor for this study. The payment schedule for this project includes paying the consultant prior to receiving the funding from FedNor and NOHFC. Therefore the DBA requests that the Town pay the consultant's invoices and that the Town will be reimbursed through the final claim process from FedNor, NOHFC and the DBA.”

Moved by: David Coles                      Seconded by: Sue Sullivan                      Carried

c) Volunteer Policy

**Resolution 14-55**

“That the DBA Board of Directors accept the proposed Volunteer Policy.”

Moved by: Dora Logan

Seconded by: Jim Shaw

Carried

d) MAP Grant

- The DBA received a MAP grant from the Town in the amount of \$1413 for the installation of webcams in the downtown.

**Action Item: Daryl to send Susan specs for the project so she can get three quotes**

e) Highway Billboard Sign

- There are two locations available southbound on Hwy 400 near Wood’s road. At this time there is nothing available in the northbound lanes south of Parry Sound so we will ask to be put on a waiting list for a location.

**Resolution 14-57**

“That the DBA Board of Directors support submitting an application for a sign permit to the Ontario Ministry of Transportation, requesting the site location approximately 6 km north of Woods Road”.

Moved by: Jim Shaw

Seconded by: Sue Sullivan

Carried

**Action Item: Susan will submit the sign application and get three quotes for the construction of the billboard and sign.**

f) Planters for James St. parking lot

**Action Item: Susan will buy two of the 75” planters from Equinox Environmental Products in the colour “pink granite” for the James Street parking lot entrance.**

g) Hanging Baskets

- Susan had a discussion with Peter about the hanging baskets. Next year the RFP is going to go out much earlier in order for the contract to be awarded earlier. The planters are growing well and looking much fuller.
- Dora asked Susan to request more white flowers in the bridge planters next year.

h) Cigarette Butt Receptacles

- Cigarette butt receptacles will be installed on light poles in four locations downtown. Outside of Don Cherry’s, out front of Florence’s Finery, by Mr. Chips, and in front of the wall across from Don Cherry’s. One will also be ordered and attached to one of the planters at the kiosk.
- Susan met with Peter and he has agreed to install them and to have town staff empty them.

i) Chamber Board Position

- The Chamber has an opening on their board of directors for the DBA. They do not meet in the summer so we will hold off appointing someone to this position until all board members are present.

- Susan will get a list of meeting dates from Perry and will also find out if the same board member must attend all meetings, or can different board members attend based on availability.

8) **Resolution 14-58**

“That the meeting is adjourned at 9:20 pm”

Moved by: Jim Shaw

Seconded by: David Coles

Carried

Next Board Meeting: August 13<sup>th</sup>, 2014, 6:30pm, GB Software

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator