



**Downtown Parry Sound Business Association
Board of Management
Minutes
August 13, 2014**

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

The board meeting of the Parry Sound Downtown Business Association was called to order at 6:35pm by the Chair, Daryl McMurray

1) **Resolution 14-59**

“That the agenda for the board of directors meeting on August 13, 2014 is approved”

Moved by: Cathy Downing Seconded by: David Coles Carried

2) **Resolution 14-60**

“That the minutes from the July 9, 2014 Board meeting are approved”

Moved by: Cathy Downing Seconded by: Dora Logan Carried

3) 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

- o An e-mail was received from the Museum requesting a donation for their silent auction table at the Waffle and Ice Cream Social.

Resolution 14-61

“That the DBA board contributes \$25 in downtown dollars and a DBA bag to the Museum on Tower Hill as a silent auction item for their Waffle and Ice Cream Social”

Moved by: Dan McCauley Seconded by: David Coles Carried

- o Peter Brown responded to Susan’s request of an update on our request for a pedestrian crossing at James and Mary. A traffic study was done in July and Peter should have the results by the end of August.

- Susan received another e-mail from Bobby Jo, owner of Dainty Delights. She has accepted a settlement from the town for half the cost of the damage to her awning. Susan met with Peter Brown to get more details and learned that the reason that the town will not accept full responsibility is because the awning was removed from the building and then re-installed.
- Peter Istvan sent an e-mail to let the board know that the WPSATC received approval from Explorer's Edge to have the Parry Sound Area included in the Ontario Bike program. A workshop will be held on October 22nd.
- A letter was received from the West Parry Sound SMART Community team asking for a letter of support to be included in their funding application.

Resolution 14-62

"The DBA Board of Directors supports the West Parry Sound SMART Community in their request for funding for broadband strategy for the West Parry Sound area"

Moved by: Dan McCauley

Seconded by: Dora Logan

Carried

- c) The Action Items from the previous meeting were discussed.
- The meeting dates for the Chamber of Commerce board are Sept. 8, Oct. 6, Nov. 10 and Dec. 8.

Resolution 14-63

"Daryl will represent the Parry Sound DBA on the Chamber of Commerce's board"

Moved by: Dan McCauley

Seconded by: Dora Logan

Carried

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

- Painted Chairs Silent Auction
 - All of the chairs were actioned off. Susan is busy contacting the people to arrange payment and pick up of their chairs.
- Georgian Bay Craft Fair
 - A very successful event. We had 12 craft vendors, 5 food vendors, face painting, a bouncy castle and some non-profit groups.
 - A thank you card will be set to Jane (A Hole Lotta Donuts) for letting some of the food vendor's plug into her generators. Susan will also find out if there is any way to reset the breakers on the light poles if the power stops working.
- Downtown Car Show
 - Susan will deliver notices to the businesses and residents of James St. to let them know the street will be closed during the event.

5) Finances

- It was decided that more banners should be put up on the secondary streets (Miller and Gibson) as well as filling in the light poles on Seguin Street that are empty.

Resolution 14-64

“Transfer the balance of budgeted funds from “Raised planters & Jukes Lane” to pay for 30 additional banners, banner arms and the installation of banners.”

Moved by: David Coles

Seconded by: Dora Logan

Carried

6) New/Pending Business

a) Councilor’s Report

CN Train Bridge Signage

- It will cost an estimated \$2000 for the town’s lawyers to draw up an acceptable contract between CN and the Town of Parry Sound.
- Even if we spend the money there is no guarantee that CN will accept the contract.
- Dan will see if the town is interested in “sharing” the sign. This could reduce our cost to \$1000.

Election signs are not allowed on town property. Susan will contact bylaw right away if any are found.

b) Conflict of Interest Policy

- The town has a form that is filled out by anyone who declares a conflict of interest. Susan to ask Jackie for the form.

Resolution 14-65

“That the DBA Board of Directors accept the proposed Conflict of Interest Policy”

Moved by: David Coles

Seconded by: Dan McCauley

Carried

c) Kiosk

- Canopies – One of the canopies had to be taken down because one of the straps holding the metal cable broke. We have \$500 in the budget for repairs

Resolution 14-66

“Contact Burnatti’s to see if they can repair the tarps”

Moved by? Dan McCauley

Seconded by: Sue Sullivan

Carried

- It was suggested we look into having metal “sails” made in the shape of the tarps. These could be permanently installed.
- A cigarette butt receptacle will be installed on light pole right on the corner
- We need to install a plaque on the kiosk to acknowledge the businesses who donated time and/or materials to the project. Susan will put these names together for next meeting
- David asked for guidance as to what should be put up inside the kiosk. Some organizations are putting up multiple posters for their business and their events. There should be a cap of two generic posters per business. David will send out some guidelines for board members to review. We will solidify guidelines at the next meeting.
- Could we get a volunteer for next summer to man the kiosk?

d) Peal Mist Cruise Ship future visits

- The cruise ship will be returning on August 25 (8am-7pm), Sept 3 (1-7pm), Sept 16 (8am-7pm)
- Susan has a quote to run a courtesy shuttle bus while the ship is docked. This cost will be put under "Other Marketing"

Resolution 14-67

"The DBA will hire a shuttle bus from Hammond Transportation for August 25 from 10am-4pm for a cost of \$423.19, and for September 3 from 1-5pm for a reduced cost."

Moved by: David Coles

Seconded by: Sue Sullivan

Carried

- The shuttle bus will be available to anyone who wishes to use it, not just cruise passengers. Susan will let Big Sound Marina know.
- The bus will leave the town dock on the hour and half hour and from downtown at quarter after and quarter to each hour. Susan will talk to Tammy about a dedicated location in the downtown. A sandwich board announcing the courtesy bus will be put out at both locations.

e) Waterfront Committee signage proposal

- The Waterfront Committee is working on a full signage plan for the town.

f) Standard of care for downtown

- Susan talked to Peter Brown about more weeding in the downtown. Juke's Lane is full of weeds and Peter said he would have his staff take care of it. He is also going to replace a tree out front of Country Gourmet.

g) Consumer Market Study

- Intercept interviews (500) started today and will continue for approximately two weeks.
- \$2 in downtown dollars will be given as a thank you to each person who completes a survey.

h) Downtown Web Cam

- Quotes were received from ITS and Ardco.
- A discussion was held as to where a webcam should be located. We will also need permission to use Vianet's wifi service out of Market Square Park.
- Susan, David and Daryl will look for a location for the webcam and will also research the type of hardware that the quotes are for.
- Susan will let ITS and Ardco know that their quotes were received and we will now complete the budget, source out locations and will let them know after September's board meeting.

i) Highway billboard sign

- We received official approval for a billboard sign on the highway. Now we need an upbeat slogan for the sign. Some suggestions were "Uptown, downtown Parry

Sound” and “Imagine....a day in downtown Parry Sound”. Fran from Aquagraphics will design the sign for us and Susan will ask her come to our next meeting to present some ideas.

- Can we put “Thank you, come again from Downtown Parry Sound” on the back of the billboard.
- Four quotes for the billboard sign, frame and installation were received.
- Susan will ask each submission if they have previously made a billboard and if so where it is located so we can see what the frame construction and sign looks like.
- If anyone has any ideas or slogans please send to Susan.

j) Dora’s Ideas

- The Moose FM radio promotion giving away \$25 downtown dollars every Friday afternoon has been successful over the summer. We will continue with it until the end of December.

Resolution 14-68

“Money from the Win Win promotion will be used to extend the Moose FM downtown dollar giveaway promotion until the end of December.

Moved by: David Coles Seconded by: Cathy Downing Carried

7) **Resolution 14-69**

“That the meeting is adjourned at 9:47pm”

Moved by: Cathy Downing Seconded by: David Coles Carried

Next Board Meeting: September 10, 2014, 6:30pm, GB Software

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator