



**Downtown Parry Sound Business Association**  
**Board of Management**  
**Minutes - AGM**  
June 2, 2014  
Don Cherry's

The Annual General Meeting of the Parry Sound Downtown Business Association was called to order at 6:05pm by the chair, Daryl McMurray.

Due to Daryl's not feeling well, Dan McCauley took over chairing the meeting and introduced the board members: Dora Logan, Susan Sullivan, David Coles (unable to attend) and Cathy Downing (unable to attend)

1) **Resolution 14-39**

"That the agenda for the 2014 AGM on June 2, 2013 is approved".

Moved by: Angelika Distler                      Seconded by: Susan Sullivan                      Carried

2) **Resolution 14-40**

"That the minutes from the June 5<sup>th</sup>, 2013 AGM are approved with the noted changes"

- Brenda Dobson's name has been corrected from Brenda Shaw
- The Resolution numbers have been corrected

Moved by: Sue Sullivan                      Seconded by: Dora Logan                      Carried

3) The audited financial statements prepared by Cull, Gordon, Gingrich & Harris were presented. A detailed report is on file.

Discussion:

- Dan pointed out that under expenses one of the items is "Bad debt – GBC". In 2013 the DBA partnered with Georgian Bay Country and hired an intern. The DBA paid his salary up front and once the government sent a reimbursement cheques to GBC that money was supposed to have come back to the DBA. Unfortunately this did not happen. GBC is no longer functioning and we will not be able to recover this money.
- Under "Notes to Financial Statements" #3 Economic Dependence states the DBA's revenues were received from The Town of Parry Sound. It was felt this is a misrepresentation because it makes it look like the DBA's money comes from the town's budget. We will ask the auditor to rephrase the statement to show that the money is collected by the town on behalf of the DBA.

**Resolution 14-41**

"That the membership accepts the audited financial statements ending December 31, 2013 as prepared by Cull, Gordon, Gingrich & Harris as presented. A copy of the financial statements will be given to Trevor Pinn at the Town office."

Moved by: Dora Logan                      Seconded by: Daryl McMurray                      Carried

4) The budget for 2014 was presented. A detailed budget is on file.  
Discussion:

- The BEAM grant was explained. We will be applying to receive funding to enhance our website through professional photographs and video.
- Any money carried over from 2013 should be treated as an income in this year's budget.
- We should show the reserve fund in the budget. We will add a line item after net income to show the \$23,000 GIC.
- We should show the amount that has been committed for the Consumer & Market Study.
- The contingency fund is for extra projects, events, and promotions.

**Action Item: Susan will send amended budget out to the membership**

**Resolution 14-42**

“That the membership accepts the 2014 DBA budget as presented.

Moved by: Brenda Timmons

Seconded by: Melissa Thomson

Carried

5) DBA Achievements in 2013 – detailed report is on file.

- Friday Night at the Dock and Ladies Weekend are not going to be done again this year.
- The Downtown Car show was fabulous. It was definitely the biggest draw of the summer.
- Can we put up better lights in Market Square Park this year? Maybe fewer trees should be decorated better?
- When promoting Light up the Park we need to advertise Santa's appearance better.

6) Plans for 2014

- Quite a few years ago the DBA had looked at the possibility of getting a life size horse statue to stand by the fountain at the corner of Seguin and James. After much research it was determined anything that would be considered safe was outrageously expensive. Could a sign be put there to explain the historical significance of the fountain?  
**Action Item: Look for some history about the fountain.**
- Melissa has pamphlets about the Historic Walking Tour. Terry Boyle also gives ghost tours. Could we partner with him for an event?  
**Action Item: Susan will look into this. There is a half-page article in Fun in the Sun.**
- Win-Win Promotion – A member asked why we are giving away \$100 each time. When the promotion started the board felt \$100 would make more of an impact and get people talking about the promotion which in turn would hopefully get more people shopping downtown. \$100 Downtown Dollars are given away eight times per year. Maybe we should have 16 giveaways of \$50 each. Could we promote it through the DBA Corner? The board will discuss the promotion at June's board meeting.
- Melissa handed out \$10 gift certificates to her store during Canada Day. This was a very successful promotion for her. Almost all of the gift certificates were redeemed and most of the customers spent more than \$10. Is this something the DBA could do with downtown dollars
- Some members were concerned about how many butt receptacles would be installed, and who would look after emptying them? It was suggested we put them on the light poles? Some people feel no one would use them. It would be a pilot project where a few would be installed in key locations to see if they are actually being used. There would need to be signage so people knew about them. We will work with the by-law department to develop a sign. Could we implement a by-law about smoking in the downtown? Could we partner with GBBR to inform people about the danger of cigarette butts going into the bay?

7) Website Launch

- The member's data base has had significant updates. Member's key services and products have been identified and entered into the data base.

- The new website will go live on June 20<sup>th</sup>. Initially it will be as functional as the current website. At this time businesses will not be able to update their own pages, but that feature will be implemented as soon as possible.
- Installing some webcams in the downtown has been put into the 2014 budget. Installing the cameras is easy, it is the internet connection that is a problem. The town is currently looking at having wifi for the downtown core, as well as outdoor coverage for Market Square Park. The goal is to have the web cam available for other organizations to use on their web sites. The hope is that the cameras will deter vandalism, loitering etc.

8) Additional Business:

- None

9) **Resolution 14-43**

The meeting is adjourned at 7:09pm

Moved by: Melissa Thomson

Seconded by: Daryl McMurray

Carried

Minutes were recorded by Susan Hrycyna, Executive Administrator