



**Downtown Parry Sound Business Association
Board of Management
Minutes
June 10, 2015**

Present: Paul Borneman, Dora Logan, Daryl McMurray, Jim Shaw, Sue Sullivan, David Coles
Regrets: Cathy Downing
Staff: Susan Hrycyna

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

- 1) "That the agenda for the board of directors meeting on June 10, 2015 is approved"
Moved by: Paul Borneman Seconded by: David Coles Carried
- 2) "That the minutes from the May 13, 2015 Board meeting are approved"
Moved by: David Coles Seconded by: Sue Sullivan 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
 - o The hanging baskets will go up starting Thursday
 - o Susan has arranged for Shipman Electric to take down the remaining light sprays (8). Once they are down a decision will be made as to what to do with them. There are also some in the upstairs room of the old fire hall.
 - o The AGM minutes will not be sent out to members until they are approved at next year's AGM. They can be sent to an individual if requested.
 - b) Correspondence
 - o Allison Wilson sent an e-mail requesting permission to busk in the downtown. In order to move this request forward, the board gave Susan permission to listen to Allison play her clarinet and then if she is comfortable making a recommendation to council she will otherwise she will ask Allison to audition at the July 8th meeting. Susan will let Allison know that upon approval she will be permitted to busk anywhere in the downtown, but must notify the business owner she is out front of, and can put out a container to receive money but cannot directly solicit money.
 - o Peter Searle from Park to Park asked if the DBA would like to donate an item for the swag bag for Do if for Dads ATV ride.

Action Item: Susan will give them pens and rack cards.

- Susan received an e-mail from Jennie at Artistic Endeavours. She has asked if the grey post box that is sitting next to the horse fountain can be moved to a different location.

Action Item: Susan will contact the Canada Post to request it be moved to a different location.

Jennie also suggested we put up an information plaque by the fountain with some general information about its history.

Action Item: Susan will contact the museum to see if they have any history.

- c) The Action Items from previous meetings were discussed.

- Additional garbage cans in the downtown were discussed. They are approximately \$950 for a metal one and \$750 for one shaped like a bear.

Action Item: Susan will do up a sketch of where garbage cans should be located in the downtown. She will also talk to Peter about a pilot recycling program.

Action Item: Susan will ask OBIAA to put out a Member Requires Assistance request to see what other BIA's do with regards recycling garbage cans.

- The businesses were asked to give feedback about the idea of putting up a family picture in their window and no feedback was received. We will ask the businesses to go ahead with this idea, however there will be no contest.

Action Item: Susan will put the request in the next newsletter. Dora will write out what she would like it to say and give it to Susan.

- Dora has requested an information plaque be put up near the trestle bridge where it crosses Gibson Street.

Action Item: Susan will ask the Waterfront Committee

- d) The OBIAA Conference report was discussed. A detailed report is on file.

- The report was reviewed by the board. The board will work to develop a Strategic Plan next fall.

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

- Silent Auction – Painted Paddles

- Susan suggested we have a “Buy Now” option for the paddles so visitors to the area to purchase a paddle. Instead we will offer to ship a paddle for an additional fee.

Action Item: Susan to find out approximately how much it would cost to ship a paddle to Toronto.

- A Night out in Downtown

- The forecast is for rain. We will make a decision if the event is going to be cancelled by 1pm on Friday.
- We will pay minimum wage to anyone we hire to help.

- July Sidewalk Sale

- We will have Moose FM set up their live on location in front of the Old Field's Store.

Resolution 15-26

“Motion to give out downtown dollars at our sidewalk sale on July 25, 2015 through the Moose FM in \$5 denominations for total of \$200”

Moved by: Sue Sullivan

Seconded by: David Coles

Carried

- **Georgian Bay Craft Fair**

- The Optimist Club will be supplying volunteers to help out. We will make a donation to their club of \$100 person.

5) Marketing Report

- 1,000 rack cards were printed.

Action Item: Susan will see about having some put out in Huntsville, Bracebridge and Barrie.

- The license plates are plastic not metal. The cost is too much for plastic.

Action Item: Susan will look for more items – fuzzy dice, antenna topper.

- Dora would like to rebrand the downtown area to be called the Town Centre. The Downtown would be in the Town Centre. The Town Centre would include businesses that are also not in the DBA. This idea will be brought to the strategic planning exercise.
- The owner of the store in the Travel Centre at exit 217 would like to come to a board meeting to pitch his advertising opportunity.

Action Item: Susan will stop in to talk to him about this and see if he will put out our rack cards.

6) Financial Report

“Motion to accept the financial statements as presented.”

Moved by: Paul Borneman

Seconded by: Sue Sullivan

Carried

7) Councilor’s Report

- Peter Brown recommended that the local bid for the hanging baskets be accepted even though it was not the lowest.
- The town’s strategic planning session was very well attended. Downtown design was talked about and a unified sign guideline suggested.
- It was also suggested the DBA put a plan in place to assist and attract new business.

8) Chamber Report

- Heather Murch is now working as the administrator and they will be hiring a summer student.
- Parry Sound Opoly will not continue and the money will be refunded.
- Can we put a sign up at the kiosk with the chamber address and phone number?
- The directory will be going ahead.
- They are trying to work on a partnership with Moose FM so they will use the MIK for their promotions.

9) Pending Business

- a) Webcam Installation
 - o The webcam should be shipped to us at the end of June. As soon as it arrives it can be installed. Daryl will also get the website ready.
- b) Items to be purchased
 - o Four bike racks have been ordered.

Resolution 15-27

“Motion to accept Peter Ryan’s quote to build two message boards for \$910.81 each as budgeted for”.

Moved by: David Coles Seconded by: Paul Borneman Carried

Resolution 15-28

“Motion to purchase a pre-made Little Free Library (Amish Two Story) for \$269.95, that David Coles is going to paint as budgeted”.

Moved by: Paul Borneman Seconded by: David Coles Carried

- c) Payroll
 - o Angel will set it up Susan’s payroll through Quick Books.

10) New Business

- a) Kiosk Revitalization
 - o David would like another recycling bin for the kiosk. He will look after buying it.
- b) Dora would like to put mannequins wearing bathing suits in the windows of the store above Above & Beyond.
- c) Dora feels we should ask the business owner’s to approve the events that are downtown. We will do another survey this fall to get more feedback. Pick 5 vendors and ask them to track their sales.
- d) The billboard is upright again. The sign is only weighted down with bags of sand and the sign is in rough shape. David feels it should have more weight on the base.
Action Item: Dave and Daryl will look after doing this.
- e) There was a discussion about the damaged building beside Kenney’s Shoes.
Action Item: Susan will send a letter to John Este requesting he inspect the building to see if it is still structurally sound.

11) Next board meeting – July 8, 2015, 6:30pm, GB Software

12) “That the meeting is adjourned at 8:34pm”

Moved by: Paul Borneman Seconded by: Sue Sullivan Carried

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator