



**Downtown Parry Sound Business Association  
Board of Management  
Minutes  
July 8, 2015**

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

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

- 1) "That the agenda for the board of directors meeting on July 8, 2015 is approved with the following additions and changes"
  - Pearl Mist Cruise Ship scheduleMoved by: David Coles                      Seconded by: Paul Borneman                      Carried
  
- 2) "That the minutes from the June 10, 2015 Board meeting are approved"  
Moved by: Paul Borneman                      Seconded by: David Coles                      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
    - An e-mail was received from Andrew Marks who is a City Councilor in Timmons. He had recently been to Parry Sound and wanted to compliment us on our downtown.  
**Action Item:** Susan to forward the e-mail to the directors
    - A request was received from Peter Istvan on behalf of Pedaling for Parkinson's asking for a donation to the event.  
  
**Resolution 15-29**  
"Motion to support Pedaling for Parkinson's by donating 10 cases of DBA water for their event."  
Moved by: David Coles                      Seconded by: Dora Logan                      Carried
  
    - A request was received from Whitney Crossman asking for a donation for the 30,000 Island Co-ed Ball Tournament. All proceeds will be going to Ashley Orr who is fighting breast cancer.

**Resolution 15-30**

“Motion to donate \$25 downtown dollars to the 30,000 Island Co-ed Ball Tournament for their silent auction”.

Moved by: Paul Borneman    Seconded by: David Coles                      Carried

**Action Item:** Susan will pass on this request to all DBA members mentioning what the DBA is contributing.

- An e-mail was received from Mayor Jamie McGarvey asking us to clean up the cigarette butts around the kiosk. David has been monitoring the area and picks up some every morning. There was a discussion as to whether we can make the area no smoking.
  - c) The Action Items from previous meetings were discussed.
- 4) Events Report. A detailed report is on file. Items discussed in detail by the board members are listed below.
- A Night out in Downtown
    - The event was cancelled due to heavy rain. \$925 was spent on promotion and the band cancellation fee. We do not have enough money in our budget to reschedule.
  - Painted Paddles Silent Auction
    - The paddles are all out on display.
    - Some ideas for future years are granite rocks or tree slabs
  - Georgian Bay Craft Fair
    - Susan will need the sound system for the end of the silent auction, as well, some of the food vendors will need to be plugged in.
    - Board members can let Susan know at the August board meeting if they are available to help at the end of the silent auction. It would be at 2:30 for about an hour.
  - Downtown Car Show
    - Jim Shaw will let Susan know if Country Gourmet will be offering food outside or if an outside food vendor should be brought in.

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

- Brochure and map of downtown
  - Changes were made to the mock up provided.
- Summer Digital Ads
  - Susan received a proposal from Kim at the North Star for digital ads. The ad runs on the website and shows up as a narrow banner. Once you click on it, a large ad opens up. The cost is \$150 for 10,000 impressions.

**Resolution 15-31**

“Motion to purchase a digital ad to begin running on the Wednesday before each of our three summer events.”

Moved by: David Coles                      Seconded by: Paul Borneman                      Carried

- Hwy 400 Information Centre
  - Susan received a proposal to advertise on a digital video wall located at the Hwy 400 information Centre.
 

**Action Item:** Susan will contact Daniel to say we are interested in having an ad run for 2 months for a price of \$500 maximum. We would also like our rack cards displayed. She will also find out if we can change the ad during this time.
- Promotional Items

**Resolution 15-32**

“Motion to purchase 250 promotional license plates from Portage Promotions to give out to the participants of the Downtown Car Show”

Moved by: Sue Sullivan                      Seconded by: Jim Shaw                      Carried

6) Financial Report

- Some expenses have been put into the wrong category. Susan will discuss with Angel.
- Payroll will be done by Angel using QuickBooks. There will be approximately an additional cost of \$2200 per year in deductions. There will have to be an adjustment done for 2014. Angel is waiting to hear from the accountant if we have to have our books redone for 2014.

“That the financial statements be accepted as presented.”

Moved by: Paul Borneman                      Seconded by: Dora Logan                      Carried

7) Councilor’s Report

- Council approved the site plan for the Trestle Brewing Company. They hope to be open by spring 2016.
- The medical building on Bowes Street has been started and the plan is for the Wright Clinic and Medical Assoc. to be moved there in 15-18 months. This will be a loss for the downtown.
- The town’s IT department is looking into how to have free Wifi in the downtown from the waterfront to Rosetta Street.
- Something that has been discussed during the Strategic Planning session was a playground for kids in the downtown. Is there any location that this would work?

8) Chamber Report

- There hasn’t been a Chamber meeting since our last board meeting.
- The Chamber went to Seguin’s last council meeting requesting a loan to help with the current cash flow crisis. They asked for \$20,000 and they were given \$5,000 for right now.

9) Pending Business

- a) Update on Items Purchased
  - Bike racks, cigarette butt receptacles hanging basket arms have been purchased and will be picked up next Tuesday. The town will install the first 2 items and Shipman Electric will install the hanging basket arms.

- The message boards are almost ready. Ron Thorton could possible install the posts needed at the Windsor lot. It was decided we should break areas down into categories, add symbols for food, show ideal spots for pictures and maybe put on signs saying how long it takes to walk to certain places.  
**Action Item:** Susan will print off a large sized map that we can add things to at the next meeting.  
**Action Item:** Susan will ask John Archer (Consumer Market Study) what we recommends we have on the map. Do we need to list all the businesses?

10) New Business

- a) Susan's Vacation
  - Susan will be on vacation from July 25 – August 7. There will be limited contact by e-mail.
- b) Pearl Mist Cruise Ship schedule
  - Susan to confirm the revised schedule and rebook the shuttle bus for appropriate times.
- c) There was a discussion about sending out e-mails to members. The newsletter has about 42% open rate which is very good and Susan can see exactly who opens the newsletter. Constant e-mails to the members result in them not being read. A monthly newsletter is more effective.

11) Next board meeting – August 12, 2015, 6:30pm, GB Software

12) "That the meeting is adjourned at 8:43 pm"

Moved by: David Coles

Seconded by: Sue Sullivan

Carried

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator