

- Lynn had sent out a survey for board members to fill out. From this survey Lynn identified the top three priorities.
 - 1) DBA Organization – Resources and Funding
 - 2) Business Attraction and Retention– attracting public and private sector investment to the downtown and working with existing businesses to keep them in the downtown
 - 3) Marketing and Special Events
 - Each priority was discussed in detail and specific goals were set
 - Lynn is going to pull everything together into an itemized strategic plan
- 5) 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
 - No discussion
 - b) Correspondence
 - Peter Istvan from Canadore College asked if we would be interested in partnering to bring a Governance training seminar to Parry Sound. The board felt the training we received through the town was sufficient and we do not need anymore.
 - Chris Pettinger contacted Susan asking if the property where the Trestle Brewing Company is going to be located can be added into the DBA boundaries. This property is located right beside Crofter’s and is right beside the current boundary line. Susan will talk to Rob Mens to find out what the procedure is to add one property. At the same time we will relook at our current boundaries.
 - c) The Action Items from previous meetings were discussed.
 - No discussion
- 6) Events Report. A detailed report is on file. Items discussed in detail by the board members are listed below.
- Light up the Park
 - Susan will be away for this event. She will drop off all of the items needed to Daryl next Tuesday. Barricades will need to be set up Friday afternoon to keep the spaces free for the Salvation Army van and EMS. A fire pit has been ordered from GB Home Comfort and will need to be picked up next Thursday. Cathy Downing is available to help.
- 7) Marketing Report. A detailed report is on file. Items discussed in detail by the board members are listed below.
- Beacon Star Flyer
 - We will buy a 1/4 page ad in the flyer jacket that will be sent out with the Beacon Star on November 27th. The cost is \$165.
- 8) Financial Report
- The financial report was sent out. There were no questions.
 - Susan will work on putting actual figures against the 2015 budget. Susan, David and Daryl will meet to discuss the budget for 2016 before December’s board meeting.

9) Councilor's Report

- No report

10) Chamber Report

- The Chamber has started looking into their bylaws and discovered one of them was not being carried out properly. The bylaws state appointed members do not have a vote. The DBA board position is appointed, therefore we are not a voting member right now.

11) Pending Business

a) Webcam

- The webcam is installed and running. Daryl still needs to reprogram the website before it will be able to be viewed there.

12) New Business

a) Free skating sponsorship

- It was suggested at the Ad Hoc meeting that the DBA sponsor a Saturday family skate at the BOCC. It is from 12-2pm and the cost is \$78/hour. Susan will contact April about sponsoring a day in mid-January.

b) Wrapping paper

- There are hundreds of rolls of wrapping paper upstairs in the old fire hall

Resolution 15-38

"Motion for the DBA to donate all the wrapping paper to the Salvation Army and the North Star to be used for their Christmas initiatives"

Moved by: Cathy Downing

Seconded by: Jim Shaw

Carried

c) Other

- The Board of Directors will have a New Year's dinner in January instead of a Christmas dinner in December.

11) That pursuant to Section 239(2) of the Municipal Act, R.S.O. 2001, Chapter 25, as amended, the Parry Sound Downtown Business Association move to a meeting closed to the public in order to address a matter(s) pertaining to:

- a. labour relations or employee negotiations (contract review)

"Motion for the DBA Board of Management to go In Camera at 8:45pm".

Moved by: Sue Sullivan

Seconded by: Cathy Downing

Carried

12) Next board meeting – December 9, 2015, 6:30pm, GB Software

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator