



- Greg Hancock has asked if the Stockey Centre could install a message board similar to the one we put up on the other fence at the entrance to the James Street parking lot. In exchange the Stockey Centre will put messages about our events up on their LED marquee.  
**Action Item:** Susan will let Greg know we will arrange to have one built from the same person who built ours and then we will bill the Stockey Centre. She will also ask that in the future the Stockey Centre only put up one poster at a time in our kiosk.
- Canadore College is offering Governance Training on Tuesday May 3<sup>rd</sup> from 1-4pm at a cost of \$45. Susan and Daryl will attend.
- c) The Action Items from previous meetings were discussed.

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

- a) Shop the Neighbourhood was very successful. Sixteen downtown businesses participated and some of them reported their sales were double that of the same day last year.
- b) Proposed events for 2016
  - Snow Fest – the DBA will not be participating
  - Open Streets – there was a discussion as to whether or not this event should be in the downtown. The 8-80 Cities committee would like to see if continue. Susan has asked for Town support if the event is going to happen again in 2016. We will wait to see how this plays out.
  - Painted Paddles Silent Auction – same as last year
  - Sidewalk Sale in July – no date set. There was talk about closing the street but not having anything on the street other than merchandise the businesses put out.
  - Georgian Bay Craft Fair – next year we will have 3 bands playing at different times right up until 4pm
  - Downtown Car Show – we will ask Boston Pizza if they will run a beer garden in the upper parking lot
  - Pole Decorating Contest – there was talk about the DBA providing wooden forms for businesses to build a scarecrow on.
  - Halloween Kid’s Day – new event
  - Light up the Park – we need singing. Would the PS Singers be interested? Susan to talk to the Library to see if the library will hold their event on the same night so the reindeer can come.
  - Christmas – possibly have Santa more often

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

- Kim from the North Star has asked if we would like to advertise in the January issue of Sideroads. The magazine will be given out at the boat show in January. The board does not feel this would be beneficial because we wouldn’t be able to advertise any of our events yet.

## 7) Financial Report

- We received paperwork on our two GIC's. It looks like the one for \$25,964.15 has been automatically renewed for one year. There is also a GIC for 2,681.26 that can be cashed out at any time.  
**Action Item:** Susan will find out more information. In the past we have been asked if we want to renew it or not.
- Susan, Daryl and David will meet to work on the 2016 proposed budget. It will be sent to the board members before the January meeting for review.

“Motion to accept the financial report as presented”

Moved by: Sue Sullivan

Seconded by: Cathy Downing

Carried

## 8) Councilor's Report – not available at this time

## 9) Chamber Report – not available at this time

## 10) Pending Business

### a) Free Parking

- Council has extended free parking until June 1<sup>st</sup>. Lynn Middaugh is to prepare a comprehensive strategy ensuring viability of the DBA, comparing with other municipalities, determining what is/is not allowed, and the implication on budget. Susan, Paul, Daryl, and Taylor Elgie will be meeting with Lynn next Tuesday to discuss.

### b) World's largest hockey stick

- Doug is asking for the DBA's support in having the stick placed at the Stockey Centre. He has met with Kroft and feels they have found a good location. Since this has already gone before council, Lynn has informed him that in order for it to be brought forward again a Councillor who voted on the prevailing side of the resolution would need to provide a notice of motion at a council meeting in order for the subject to be reopened.

**Action Item:** Susan will find out from April if there is room at the BOCC. She will also talk to the owners of the Island Queen to see if they would be open to having it located in their gravel parking lot. Susan to also ask Paul if he is willing and able to bring this back to council.

## 11) New Business

### a) Hwy 400 billboard

- The billboard that was installed by Wizard Graphics has fallen over and is destroyed. Susan drove up and took pictures. The front of it has folded in half and the structure has collapsed. Susan has sent Glen an e-mail about it but has not received an answer.

**Action Item:** Susan will get quotes to build a new sign and will present them at January's meeting.

**Action Item:** Susan will use her truck and go clean up the spot, leaving the base in place so we know the location.

b) Santa Claus parade

- Susan has received a lot of feedback from businesses about the Santa Claus parade. Most people say that having it begin at 4:30 really hurts their business. People starting lining up for it at 3pm and everyone leaves the downtown as soon as it is over.
- Many options were discussed and the board feels that a start time at 1:30pm would be much better. It would be warmer, and people might tend to stick around and shop after, especially with Shop the Neighbourhood going on. After the parade we could arrange to have Santa and his sleigh circle around to the front of the Beatty Building and have Santa dropped off to come into the building to see children.

**Action Item:** Susan will write a letter on behalf of member feedback asking if the Optimist Club would be willing to move the start time to 1:30pm. The DBA will offer to promote the parade and the new time.

12) Next board meeting – January 13<sup>th</sup>, 2015, 6:30pm, GB Software

13) “Motion to adjourn the meeting at 8:18pm”

Moved by: Sue Sullivan

Seconded by: David Coles

Carried

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator