



**Downtown Parry Sound Business Association**  
**Board of Management**  
**Minutes**  
**February 3, 2016**

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

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The board meeting of the Parry Sound Downtown Business Association was called to order at 6:31pm by board member, David Coles.

1) "Motion to approve the agenda for the Board of Directors meeting on February 3, 2016 with the following additions:"

- Salvation Army Van

Moved by: Paul Borneman

Seconded by: Cathy Downing

Carried

2) "Motion to approve the minutes from the Board of Directors meeting on January 13, 2016"

Moved by: Cathy Downing

Seconded by: Paul Borneman

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

- Susan met with a production company who will be coming to Parry Sound to film a ten episode TV series.

b) Correspondence

- None

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.

- Susan updated the board on preparations for the upcoming summer events.
- The Open Streets subcommittee met on February 1<sup>st</sup> and decided to go ahead with an Open Streets event on Sunday June 5<sup>th</sup>. The length of the street closure will depend on how many activity hubs there are. The committee will be submitting a budget request to the 8-80 Cities Committee for funds to run the event.

- We need to find a hook for a big event during one of the shoulders season; like the Butter Tart Festival in Midland or the Wing Ding in Cookstown. Could we do something with maple syrup?
- Dora would like to see a program where the DBA supplements a business's gift card with downtown dollars?

**Action Item:** Susan to ask at the next Ad Hoc meeting if members would be interested in this program.

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

- Susan presented a full Marketing Plan that encompassed all the events as well as additional advertising.
- The DBA will be offering to partner with downtown businesses to promote our summer events. Ten 15 second radio ads will be offered for a cost of \$120. The DBA will pay the business \$25 towards the cost of the ad in exchange for a specific tag line promoting the event.
- Ideas for Promotional Items
  - More water bottles
  - Water bottle cover
  - License plates – not to say Car Show this year. Yellow with black lettering.
  - Susan will try to get some samples for the next meeting

6) Financial Report - No report at this time

a) 2016 Budget

- Some suggestions to help cut costs
  - Could we apply for a MAP grant to help supplement the cost of the bus for the cruise ship?
  - Could a large golf cart be used to shuttle people downtown instead of paying for a bus?
  - Could we partner with someone for our billboard?

**Resolution 16-03**

“Motion to accept the 2016 Budget as presented”

Moved by: Paul Borneman

Seconded by: Cathy Downing

Carried

b) Reinvesting GIC

- Do we have to make a request to council to spend some of the GIC? The balance will be reinvested after we know the exact cost of the capital purchases.

**Action Item:** Paul will ask Trevor Pinn about the GIC.

7) Councilor's Report

- The DBA Task Force is meeting on a regular basis.
- CB&DC has received funding for a Regional Economic Development Officer. The goal is to attract more businesses to the area.

8) Chamber Report

- Gail Burrows is now the president of the Chamber.

9) Pending Business

a) Town of Parry Sound's Guidebook for Film and Television Production

- It looks like there is going to be better cooperation with the town moving forward. Susan was included in the initial meeting with the production company that is planning filming in Parry Sound this spring and summer. We need to make it official with a couple of additions to the Town's Guidebook for Film and Television Production.

**Resolution 16-04**

"Motion that the DBA Board of Directors request two changes be made to the Town's Guidebook for Film and Television Production

- 1) For the Downtown Business Association to be added to the distribution list of organizations who are forwarded the permit applications to review. (Under Film Location Permit Application)
- 2) The DBA is notified five days in advance for all filming in the downtown (under Public Notice)"

Moved by: Paul Borneman

Seconded by: Cathy Downing

Carried

- Susan will send the Resolution to Paul so he can bring it before council.

10) New Business

a) Date for 2016 AGM

- Wednesday April 6, 2016.
- Susan will see if Country Gourmet is available.

b) Salvation Army Van

- It has been reported that the Salvation Army Community van has been parking in front of the PS Sewing Centre again.

**Action Item:** Susan will call Denis Miner to see why they have moved and how can we assist?

12) Next board meeting – March 9, 2016, 6:30pm, GB Software

13) "Motion to adjourn the meeting at 8:08pm"

Moved by: Cathy Downing

Seconded by: Paul Borneman

Carried

Minutes of meeting recorded by: Susan Hrycyna, Executive Administrator