



MINUTES

Parry Sound Downtown Business Association

June 8, 2016

Meeting called to order by Daryl McMurray at 6:26 pm

In Attendance

Board Members: Daryl McMurray, David Coles, Sue Sullivan, Cathy Downing, Dora Logan, Dan DiNicolo, Councillor Paul Borneman

Staff: Susan Hrycyna

Regrets: David Coles

Approval of Agenda

“Motion to approve the agenda of the June 8, 2016 DBA Board of Directors Meeting with the following addition”

- Parking

Moved by: Cathy Downing

Seconded by: Paul Borneman

Carried

In Camera Meeting

“Motion to move the meeting to an In Camera session – regarding personnel matters about any identifiable individuals, including employees, Directors, participants, or DBA Members”

Moved by: Dan DiNicolo

Seconded by: Sue Sullivan

Carried

Approval of Minutes

“Motion to approve the minutes from the May 11, 2016 DBA Board of Directors meeting”

Moved by: Sue Sullivan

Seconded by: Dora Logan

Carried

“Motion to approve the minutes from the May 18, 2016 DBA Board of Directors Special Meeting”

Moved by: Sue Sullivan

Seconded by: Cathy Downing

Carried

Old Business

a) Website

- The webcam is being used; Daryl can provide the number of views. Susan and Daryl will meet next week to discuss changes to the website.

b) Juke's Lane

- When Juke's Lane was built it was agreed that any paintings submitted became the property of the DBA. The plan was to change out the paintings every year. This has never happened.
- We should get community input on proposed changes. Could we have both historical pictures and art on display? There are some other groups who could be involved.
- Susan will put it on Facebook to get input as to what the community would like to see.
- David can also mention this in the bulletin.

c) Parry Sound Walk of Fame

- David met with Steve from Signature Memorials who is interested in this project. The cost of for each stone would be \$1000.00 – \$2000.00 each, depending on size (i.e. 18" X 18" or 24" X 24") and amount of detail in design.
- Daryl has a contact at Muskoka Granite Company who might be able to do this at a lower cost.

Correspondence

Susan received notice that we received \$2,952 through the Town of Parry Sound's Municipal Assistance Program. This will be used to increase the hours that the shuttle bus runs when the Pearl Mist is in port.

Explorer's Edge has offered us an opportunity to work with their strategist on content marketing. They will give us a \$250 credit to have him work on one content piece. Susan will find out more information from Kate Monk.

A request was received from Sail Parry Sound asking to use of the DBA's sound system for their Splash in the Sound Event on Saturday July 9th. Daryl will contact Carol Wilson to arrange the use and to see what part they need.

Greg Hancock from the Stockey Centre sent an e-mail asking if he could install a message board on the side of the Information Kiosk. This will be okay as long as the board is kept up to date with current posters and the posters inside of the kiosk are removed.

Downtown Task Team Sustainability & Revitalization Report

Susan received three resumes for the advertised position of Downtown Custodian. Two of them were interviewed by Susan and Daryl; Michelle Sheridan and Steven Ellis.

Resolution 16-10

“Motion to hire Michelle Sheridan in the position of Downtown Custodian beginning the week of June 13. She will work Tuesday – Saturday for \$14/hour with a bonus of \$1 for every hour worked payable at the end of the 14 week contract dependent on her performance review.”

Moved by: Dora Logan

Seconded by: Dan DiNicolo

Carried

A janitorial cart has been ordered from Napa. Susan will also buy a broom, dust pan, and garbage bags. A safety vest will be provided and possibly a DBA t-shirt.

New Business

a) Ambassador Program

- Susan met with Gloria from St. James United Church about starting up an Ambassador program. They were very interested in becoming more involved in the community. She was going to pass on the information to the UCW and to the church council
- Susan will communicate what events are going on to them

b) Board Member Recruitment

- This will be discussed in more detail at another meeting. We should be looking for new board members based on skill requirement

c) “Face Cut Outs”

- These are large painted figures with cut out faces. They could be brought out during our events for people to take pictures with
- They should be a Seguin Sam and Sarah
- Susan will ask Kristine Thompson to do up a sketch of what should could paint and provide a quote for her labour for the next meeting.

d) Cigarette Butt Receptacles

- Can we put up more signage asking people to use them?
- We will ask Michelle to identify which receptacles are being used and if some are not used then they could be relocated
- We need to do a PR campaign on Facebook, council and the DBA corner article. Promote that we are working to keep Downtown clean

e) Information Kiosk Policy

- There are quite a few brochures from businesses in Muskoka. Should we be promoting businesses not in Parry Sound?
- Members should have the prime spots; other Parry Sound businesses would have secondary locations and outside of Parry Sound will be placed on the lower level.
- Susan and David will work on a strategy.
- The doors need replacing. Dan will work with David to fix them.

f) Parking

- Council approved free parking. After January 1st, 2017 there will be bylaw enforcement on a very minimal basis. Susan met with Tammy and had some questions for the board
 - 1) The new bylaw will not come into effect until October 1st. When it does the parking lots will change to 4 hour parking. Tammy can change the signs right now to allow 4 hour parking, but she will not be able to enforce the time limit. Should she make the change? – No.
 - 2) What colour do we want the new signs to be – blue & white.
 - 3) What should the signs say

Complimentary Parking
2 hours on street
4 hours in lots
Thank you for visiting
Downtown Parry Sound
DBA logo

- 4) Do we want the signs attached directly onto the street lights, or attached with a bracket out the side? – Directly onto the poles.
- 5) Tammy has requested that 6 meters be left in place to collect donations. They would be the responsibility of the DBA. We could do a monthly theme and collect for a specific organization. Where do we want them? – LCBO, Bargain Shop, Post Office, Wellingtons, TD Bank, White Squall, Jessica Vergeer Studios, Bearly Used Books, Old Fire Hall, Lil's.

Reports

a) Administrator

- All of the downtown planters were planted on Monday evening. Cathy Downing and three members from the Horticultural Society helped.
- Plants were ordered from Obdam's Flowers, Little Gardens and the Farmer's Market. Unfortunately the flowers from Obdam's were not available until

Tuesday afternoon. Susan will have to go back out on Thursday to plant those plants.

- After filling the planters on Monday, Susan was able to return unused plants to both Little Gardens and the Farmer’s Market. This was very beneficial and saved us money. Susan feels there will be extra plants now from Obdam’s and she will not be able to return them.

b) Events

- There will be 39 paddles going out on display on June 17th. Susan will be sending thank you cards to all of the artists.

Resolution 16-11

“Motion to give the artists \$10 in Downtown Dollars for each paddle they painted”

Moved by: Sue Sullivan

Seconded by: Dan DiNicolo

Carried

c) Financial

- Current financial statements were sent to board members. There was no discussion.

d) Council

- No report

e) Chamber

- No report

Next Meeting

The next meeting will take place on Wednesday, July 13, 2016 at 6:30pm

“Motion to adjourn the meeting was made at 9:30pm “

Moved by: Paul Borneman

Seconded by: Sue Sullivan

Carried

Minutes of the meeting were recorded by: Susan Hrycyna, Executive Administrator