



MINUTES

Parry Sound Downtown Business Association

February 15th, 2017

Meeting called to order by Daryl McMurray at 6:39pm

In Attendance

Board Members: Daryl McMurray, David Coles, Cathy Downing, Councillor Paul Borneman, Dora Logan

Staff: Susan Hrycyna

Regrets: Sue Sullivan, Dora Logan

Approval of Agenda

“Motion to approve the agenda for the February 15th, 2017 DBA Board of Directors Meeting”

Moved by: David Coles

Seconded by: Paul Borneman

Carried

Approval of Minutes

“Motion to approve the minutes from the January 11th, 2017 DBA Board of Directors meeting”

Moved by: Paul Borneman

Seconded by: David Coles

Carried

Correspondence

An email was received from Jim Boyes thanking us for installing a webcam and asking some questions about it. Susan has already replied.

Mike Puro from The Co-Operators sent an e-mail expressing an interested in joining the Board. Susan spoke to him on the phone and will now send a letter to Council asking them to approve his appointment.

a) Walk of Fame

- David received an official quote for different sized granite plaques from Signature Memorial that includes engraving, and delivery. 16"x16"x2" - \$485, 18"x18"x2" - \$610, 20"x20"x2" - \$740. This does not include installation. We will contact Ron Thornton, a local landscaper to see if we could contract him to remove the pavers and install the stone.

Resolution 17-02

"Motion to purchase one 16"x16"x2" engraved granite stone from Signature Memorials at a cost of \$485, for the Parry Sound Walk of Fame.

Moved by: David Coles

Seconded by: Cathy Downing

Carried

b) Juke's Lane – Subcommittee report

- The Subcommittee consisting of David Coles, Nadine Hammond, Mike Morden and Susan Hrycyna had a meeting on January 25th. Six themes were picked for the metal frames that are on the side of Ritchie Insurance's building: Downtown, Trestle Bridge, Queen's Visit, Canada's 100th Birthday, Fires and Logging/Town Dock.
- Each theme will have pictures as well as a write up.
- The total cost of this project will be approximately \$2800.

c) Hanging Baskets

- The Town has agreed with our proposal for the locations for the hanging baskets.
- A proposal for the baskets has been accepted from Scott's Garden Centre in Orillia for \$66 per basket for a total cost of \$4,092. The DBA's portion is \$2,046 which leaves \$2,954 from our hanging basket budget. Susan will bring ideas and prices for planters to the next board meeting.

d) Shuttle for Cruise Ships

- Susan talked to Jerry at Parry Sound Taxi. He would be willing to have taxis available to take passengers back and forth between the ship and downtown. Each trip would cost \$10.
- This is a better option due to the high cost of the shuttle.
- We will give \$2 off coupons to the merchants to give out to the passengers. They will be given to the passengers who make a purchase and can be used for a return taxi ride. They will have no cash value. We will redeem the taxi company at the end of the day.
- Susan will let Lynn know what was decided.

New Business

a) 2017 AGM

- The 2017 AGM will be held on March 23rd at St. James Church. We will offer food beginning at 5:30pm with the meeting beginning at 6pm.
- Anne Haines from MPAC and James Murphy from Explorer's Edge will come to the meeting to give presentations.

b) Downtown Dollar report

- There are a lot of outstanding downtown dollars from Moose FM promotions. Susan will talk to Ron to make sure they were actually given out.

c) Public Washroom / Information Kiosk proposal

- Peter received a design proposal from FAD Architects for new public washrooms. The new design includes moving the Information Kiosk and parkette and incorporating the Info Kiosk into the washroom design. The cost for this would be approximate \$13,000 to the DBA.
- The board decided to leave the Information Kiosk and parkette where they are. This spring we will work on updating the inside of the existing kiosk.

d) Strategic Planning

- Susan has been taking a WebEx class through OBIAA on Strategic Planning. There have been 2 sessions so far with 2 more to go.
- The DBA needs a Strategic Plan to establish a shared vision, mission and goals with clear realistic goals and objectives.
- There was a discussion and points made in order to develop a Mission Statement.
- Each person will use these points to create their own mission statement before the next meeting. Susan will send out information.

Reports

a) Administrator- Susan Hrycyna. A detailed report is on file.

b) Events – Susan Hrycyna. A detailed report is on file.

- There was lots of initial interest in the Community Tag Sale, but so far only 3 registrations have been received. Susan will send out another FB blast encouraging people to register because spots are filling up. The price will go up to \$15 on April 15th.
- There has been a good response from artists willing to paint paddles as well as 4 chairs. We will promote the event as raising money to "Light up Market Square Park".
- Batman and the Batmobile are booked for the Car show! David will work with the Strand on showing the movie Batman as a 1:30pm Tin Can matinee during the event.

- c) Financial – David Coles. A detailed financial report is on file.
“Motion to accept the current financial statements as presented”
Moved by: David Coles Seconded by: Cathy Downtown Carried
- d) Chamber – Daryl McMurray
- Preparations for the next gala are underway. They have a new website going up.
- e) Council – Paul Borneman
- The 2017 budget was passed. Included is \$25,000 for the façade program, funding for an EDO position, a summer student dedicated to the downtown and the town will also be purchasing a Madvac machine.
 - A resident has appealed the decision to let RBC move and it will be going before the OMB in April. Paul will let us know when.

Next Meeting

The next meeting will take place on March 8th, 2017

“Motion to adjourn the meeting was made at 8:47pm”

Moved by: Dave Coles Seconded by: Cathy Downing Carried

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