



# MINUTES

Parry Sound Downtown Business Association

April 12<sup>th</sup>, 2017

Meeting called to order by Daryl McMurray at 6:34pm

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## In Attendance

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

Staff: Susan Hrycyna

Guests: Vanessa Backman

David Coles chaired the meeting, due to Daryl having laryngitis.

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## Approval of Agenda

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“Motion to approve the agenda of the April 12<sup>th</sup>, 2017 DBA Board of Directors Meeting with the following additions:”

- Seguin Sam
- Train Bridge
- RBC Update

Moved by: Paul Borneman

Seconded by: Dora Logan

Carried

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## Guest Speaker – Vanessa Backman, Parry Sound Tourism

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Vanessa Backman gave an update on Parry Sound Tourism.

Parry Sound Tourism’s focus is to grow the tourism industry in Parry Sound. They are currently developing a new website whose focus will be on festivals and events, shopping and day trips. They also continue to expand their digital marketing platform.

PS Tourism puts content marketing on their Facebook page. The DBA can share this on their FB page when it is applicable.

PS Tourism is working on a program called P.S. Small Shop Initiative – “Show big love for small shops”. Vanessa will forward information to Susan.

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## Approval of Minutes

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“Motion to approve the minutes from the March 8<sup>th</sup>, 2017 DBA Board of Directors meeting”

Moved by: Sue Sullivan

Seconded by: Mike Puro

Carried

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## Correspondence

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An email was received from Jackie Boggs. The town has arranged to buy blue Canada 150 flags from Home Hardware. The DBA will order three of the 36” x 72” flags for \$59.95 each. These will be installed on the bridge. Susan will see if the town can take down our banners and re-install the flag poles.

A request to busk from Kathryn Nemcsok was received. Susan will request approval from council.

An e-mail was received from Isaac Golle regarding the condition of our local movie theatre. He would like to see it overhauled and is wondering what steps can be taken. Susan has replied stating the movie theatre is a privately owned business.

Georgian Bay Airways is working with Explorer’s Edge on a spring promotion involving a contest. The DBA will contribute \$50 downtown dollars.

The Optimist Club has requested the use of our sound system for two of their events – The Top 50 Pike Tournament Series on May 7<sup>th</sup> and the Road Hockey Rampage on June 3<sup>rd</sup>. Susan will let them know this is approved and will also give them a pull up banner to be on display near the sound system.

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## Previous Business

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### a) Draft Busking Policy

- The draft Busking Policy was adopted and busking locations were discussed. There are currently eight people who are approved for busking. Susan will contact them to give them the policy and a permit.
- In order for people to be approved for busking, first the DBA must approve their request, and then Council must approve the request based on the DBA’s recommendation. Susan will send a letter to Council asking that the authority to approve busking in the downtown be transferred to the DBA in order to simplify this process.

b) Final Draft of MOU

**Resolution 2017-03**

“Motion to approve the Memorandum of Understanding between the Parry Sound Downtown Business Association and the Town of Parry Sound as substantially complete”

Moved by: Daryl McMurray

Seconded by: Sue Sullivan

Carried

c) Vacancy Rebate

- Susan will send Rob Beaumont a letter of support for the removal of the Vacant Unit Tax Rebate Program.

d) Walk of Fame Stone

- A survey was put on Facebook asking the public which movie/TV show should be recognized on the first stone. Almost 90 people replied to the survey as well as comments on the FB page. Hockey Night and Eyewitness ended up tied.
- Muskoka Stone contacted Susan to see if they could supply the stone that would be used. A sample was dropped off. David will contact Steven to see if this stone can be used and if it will change the price.

e) Cruise Ship Visits

- There will be a total of 12 visits from cruise ships this summer.
- Susan spoke to James Murphy from Explorer’s Edge about giving away downtown dollars. There is a partnership opportunity to work with Explorer’s Edge where they would match the amount of downtown dollars the DBA gave away. Susan will follow up.

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New Business

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a) Content Marketing

- Susan attended a seminar put on by Explorer’s Edge about content marketing. They will partner 50/50 to develop content marketing for a specific event or product. The content piece will be pushed out through EE Facebook page and website and either drive people to our Facebook page, or to sign up for our newsletter.
- Susan would like to move all money budgeted for promotion (radio and newspaper) for the Downtown Car Show and the Ladies Night in November to content marketing. We would contribute \$500 for each event. An additional \$750 will be used to target visitors to Killbear Provincial Park in a spring promotion. We will not advertise in the July Sideroads to help pay for this.

b) Promotional Items

- Susan found four promotional items at closeout prices and had samples. The Java Sleeve will be ordered. This will be a good giveaway for Ladies Night in November.

c) Fundraising Meters

- The fundraising meters were emptied and \$235 was collected for Harvest Share. Susan will give them a cheque. For the next three months money will be collected and donated to Treetops Community Forest.

d) Public Washrooms

- There are no public washrooms available while the old washrooms at Seguin & Gibson are being rebuilt. People are asking to use the washroom at Bearly Used Books. This is not acceptable.
- Susan will send a letter to Council requesting that either the public washrooms at the town dock be opened or a porta pottie be installed by the Information Kiosk.

e) Cigarette Butt Receptacles

- White Squall has asked if a cigarette butt receptacle could be installed by their store. The MOU now states that the Town will purchase the receptacles. Susan will contact Lynn about this. If we need to buy one we will purchase one from Classic Displays using our credit.

f) OBIAA Conference. A full report is on file.

g) Seguin Sam Cutout

- This will be installed at the Information Kiosk. Susan will bring him to GB Software and Daryl will work on finishing the edges and making a stand.

h) Train Bridge

- Lynn has contacted RCC Media and they want payment of \$2,000 per month to install a sign on each side of the bridge. The Town will not be continuing with this project.

i) RBC Update

- The OMB heard the case from Oastler Park Development appealing Jo Bossart's appeal on the rezoning bylaw allowing RBC to move to the south end of town. A decision will be made in 3-4 weeks.

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## Strategic Planning

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a) Mission Statement – to be discussed at May's board meeting

b) Vision Statement – to be discussed at May's board meeting

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## Reports

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- a) Administrator- Susan Hrycyna. A detailed report is on file.
- b) Events – Susan Hrycyna. A detailed report is on file.
  - The Easter Bunny was a huge hit with about 75 kids. Susan will contact Sue to discuss doing it again next year.
- c) Financial – David Coles. A detailed financial report is on file.
  - It was discovered the Town gave the DBA \$50,000 twice. A cheque has been issued to return \$50,000.  
“Motion to accept the Financial Statements as presented”  
Moved by: Paul Borneman                      Seconded by: Mike Puro                      Carried
- d) Chamber – Daryl McMurray
  - The gala is April 22nd
- e) Council – Paul Borneman
  - The Madvac will be delivered by the end of April.
  - A request for a deputation was made by Council. They would like an update on the Downtown Sustainability Plan. Susan and Daryl will do this on May 16<sup>th</sup>.

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## Next Meeting

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The next meeting will take place on May 10th, 2017

“Motion to adjourn the meeting was made at 8:35pm “

Moved by: Paul Borneman                      Seconded by: Daryl McMurray                      Carried

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