



MINUTES

Parry Sound Downtown Business Association

September 11th, 2019

Meeting called to order by David Coles at 6:39pm

In Attendance

Board Members: Councilor Roger Burden, Amy Black, Tanis Mack, Sue Sullivan, Seanon Megyesi, Bernice Anderson, Thomas Clark, David Coles

Staff: Susan Hrycyna

Regrets: Karen Hobson

Guests: Peter Scully, Karen Hodgkinson

Approval of Agenda

“Motion to approve the agenda of the September 11th, 2019 DBA Board of Directors Meeting”

Moved by: Sue Sullivan

Seconded by: Bernice Anderson

Carried

Approval of Minutes

“Motion to approve the minutes from the August 14th, 2019 DBA Board of Directors meeting”

Moved by: Seanon Megyesi

Seconded by: Tanis Mack

Carried

Correspondence

A letter was received from the Ministry of Transportation regarding the annual fee for the DBA’s billboard. They are implementing a new electronic permitting system and will issue five-year permits paid up front. Susan will fill out the application to renew the permit.

A letter was received from Doris Muckenheim, The Wolf Den. She feels the town provides substantial and unjust support to the seasonal market merchants. The board discussed her points and Susan will reply to her letter. Roger is also going to talk to Clayton Harris.

Previous Business

a) Chamber Membership

- Thomas was the DBA’s rep on the Chamber board and stated and he feels it would be beneficial for the DBA to have representation on the Chamber board
- The Chamber is currently member based; however, they are moving more towards tourism which aligns more with the DBA.

- Susan received an email that the new ED, Laurie Del Net, is available to come to the November board meeting

b) DBA Boundaries – Associate Membership

- Susan prepared a proposal to explore the possibility of selling Associate Memberships. They would be available to businesses who are outside of the DBA boundaries, or businesses such as home-based businesses who are within the boundaries but do not qualify.
- One of the guests, Peter Scully, operates a home-based business 100' past the boundary. He previously sent a letter asking if he could join the DBA. He was asked for his opinion and he liked the idea of an Associate Membership. He said it would let people join who want to get involved and makes the statement that Parry Sound is "Open for Business".
- Susan will develop a policy for reviewing the DBA boundaries. Associate Membership will be discussed with the new policy.

c) Downtown Safety – Meeting with OPP

- The fundraising meter beside PS Bikes was vandalized and the money taken. Two youths were caught, and the money was returned. The DBA will not be pressing charges on the advice of Staff Sergeant Jeremy McDonald.
- Susan met with Staff Sergeant Jeremy McDonald to discuss downtown safety. He stated anytime someone observes a potential problem they should call the OPP. In 2019 there have only been three reports of problems in Market Square Park. If there are enough reports extra resources can be brought in to help with the problem.
- There is a curfew for all youth under the age of 16 from midnight to 6am.
- Jeremy said if we could change the DBA webcam to a recordable camera it would be a huge help to the OPP. Susan asked Forrest Pengra, Manager of IT for TOPS, and he thought the cost would be approximate \$1,000. Susan will discuss this further with him.
- A Community Task Team will be formed in January with all of the municipalities participating and the DBA will be invited to join.

New Business

a) Letter of Resignation from Dan DiNicolo

Resolution 19-23

"Motion to accept the letter of resignation from Dan DiNicolo dated September 6, 2019"

Moved by: Tanis Mack

Seconded by: Sue Sullivan

Carried

- As per the DBA Election Policy
“If a vacancy occurs for any cause, the Town may appoint a person to fill the vacancy on the recommendation of the PSDBA Board of Directors for the unexpired portion of the term. If the current Board has been appointed by an election, the unelected candidate with the next highest number of votes, will be offered the position, subject to Council’s appointment.

Chris Pettinger had the next highest number of votes. Susan will send him an email asking if he is interested in joining the board.

b) Downtown Cleanliness

- Susan and David met with Clayton Harris to discuss downtown cleanliness. Clayton asked the board not to write letters to Council unless staff has already been contracted with no result. Contact staff first, then Clayton, then Council.
- Susan will ask for a response to the letter that was sent to Council re: downtown cleanliness.
- The MOU is reviewed every fall. Susan will send it out ahead of time for discussion at the next board meeting.

Strategic Plan

Susan prepared spreadsheets with all the action items from the 2018 Strategic Plan. This shows what is being worked on and what is completed.

We are waiting for the event audit from Gel Creative.

The Marketing Committee will work on communication strategies after the website is complete

Reports

- a) Administrator- Susan Hrycyna. A detailed report is on file.
- Thomas asked about tracking Susan’s hours. A detailed tracking form is being prepared
- b) Events – Amy Black. A detailed report is on file.
- There will be no pumpkin drop/smash this year. Susan has invited the fire department to set up their truck and give out candy.
 - There have only been seven replies to our two surveys
- c) Beautification – Bernice Anderson. A detailed report on file
- Susan and Brenda are working with John Este on a sign bylaw exemption for the new blade signs. They will be doing a deputation to Council next Tuesday. Shipman will be hired to remove the old large metal signs.

- A decision will be made at the next Beautification Committee meeting about Christmas decorations

Resolution 19-24

“Motion to purchase 15 cigarette waste recycling receptacles from Terracycle at a cost of \$100 each”

Moved by: Amy Black

Seconded by: Seanon Megyesi

Carried

- They are back ordered to November. They will be attached to light poles which will allow them to remain in place for the winter. Susan will ask Clayton Harris about having Public Works install them.

d) Marketing – Seanon Megyesi. A detailed report on file.

- The Marketing Committee is meeting next Tuesday to fill out a website questionnaire

e) Financials

- There were no financial statements available
- Susan will ask for the financial statements before the next meeting so she can populate the actual vs. budget report

f) Council Report – Roger Burden

- Peter Brown will be retiring December 31st, 2019
- Roger will make sure that downtown remains a priority

Next Meeting

The next meeting will take place on October 9th, 2019 at 6:30pm.

“Motion to adjourn the meeting was made at 7:52pm “

Moved by: Amy Black

Seconded by: Tanis Mack

Carried

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