

Town of Stewiacke
Business and Tourism Committee

Minutes of the Meeting
Thursday, January 8th, 2014

1. Call to Order

The meeting was called to order at 8:30 AM by the Chair, Susan Creelman.

2. Present

Susan Creelman - Chair, Heather Hamilton, Marla Taylor, Brian Harrison, Chad Ramsay, Jim McMorran.

Regrets

Regrets were received from Don Hay, Mike Allison

3. Changes to the Agenda

The agenda was accepted with the following addition - under New Business, B & T Committee budget; Heather Hamilton under Member Report.

4. Minutes of the Previous Meeting

Moved by Jim McMorran , seconded by Darren Schriver, the minutes of the previous meeting were accepted with the following correction: In para 5.3 the cost of a single faced sign should read \$13,000.

5. Business Arising From the Minutes

5.1 Business Sign

The time is right to have a second sign advising of the businesses in town similar to the one now in place. The position of the second sign which might include the free WiFi access was discussed. It was suggested to have a sign at Dennis Park advertising the free WiFi access. Susan Creelman stated that Mayor Robinson suggested a sign at Dennis Park include the quote from Senator Dennis as to the reason he suggested a park.

5.2 Promotion Brochure

Susan Creelman circulated a business promotion brochure from East Hants and said that Darren Schriver & Mike Allison have agreed to develop a brochure for the Town of Stewiacke.

5.3 Signage - On going

5.4 Strategic Plan Sub-Committee - On going

6. New Business

6.1 New Business in Town

A new barber shop for both women and men is now open in town. Jessica Champagne is the owner. Chad Ramsay reported that BDR Development will be developing the open land formerly occupied by the Quick Way for commercial and residential sites.

6.2 Business Plan Brochure - See 5.2

6.3 Committee Members

Susan Creelman advised that Mike Allison is retiring from the B & T Committee to devote more time to his business and other projects. Susan asked for possible names for membership on the committee.

6.4 Sign at Dennis Park - See 5.2

Town of Stewiacke
Business and Tourism Committee

6.5 Photo Essay - Library Group

Susan Creelman circulated a copy of the photo essay prepared by youth members of the library. All joined in congratulations to the group for a great production.

6.6 Committee Budget

Susan Creelman mentioned that the Town's budget review and process will be taking place shortly and this committee's budget needs to be addressed. Last year's committee budget was \$2500.00. For this year, consideration needs to be given to another sign, a promotion brochure, a sign at Dennis Park.

7. Committee Reports

7.1 Branding Sub Committee

Susan Creelman circulated what is now the accepted sign for the Town with the note that the words "Half Way Between the North Pole" will be placed below the town name.

7.2 CNTA

Susan Creelman reported that the CNTA office is relocating to Willow St in Truro.

7.3 Business Promotional Brochure - See 5.2

8. Member Report

8.1 Heather Hamilton reported that SACBA will be hosting a Business & Crafts Expo on Wednesday Feb 25, 2015 from 4:00 to 8:00 PM at the Community Center. 6' tables are available with the table fee at \$20 for SACBA members, \$25 for non-SACBA members. There is space for about 40 tables. A committee has been formed taking on various roles and responsibilities.

8.2 Brian Harrison asked about the issue reacting to the number of horses allowed in town. A brief discussion followed about this subject focusing on the by-laws that dictate the number of acres per horse.

8.3 Chad Ramsay reported on a recent meeting at which the Town of Stewiacke invited a number of developers, realtor to attend to discuss ideas around promoting the Town of Stewiacke. A major point at this gathering was the taxes in town. Good suggestions were made to "spark" interest in being part of Stewiacke.

8.4 Marla Taylor asked about the CBC correspondent role. Susan Creelman will look into this matter.

9. Next Meeting

The next meeting of the B & T Committee will be on Thursday, February 5th, 2015 at 8:30 AM in the Council Chamber.

11. Adjournment

The meeting was adjourned at 9:25 AM
Respectfully submitted.

Susan Creelman, Chair

Jim McMorran, Secretary