

Minutes of the Meeting
Thursday, February 5th, 2015

1. Call to Order

The meeting was called to order at 8:35 AM by the Chair, Susan Creelman.

2. Present

Susan Creelman - Chair, Heather Hamilton, Marla Taylor, Brian Harrison, Don Hay, Larry Mathews, Chad Ramsay, Jim McMorran

Regrets

Regrets were received from Darren Schriver, Alan Johnson

3. Changes to the Agenda

The agenda was accepted as circulated.

4. Minutes of the Previous Meeting

Moved by Jim McMorran, seconded by Chad Ramsay, the minutes of the previous meeting were accepted as circulated.

5. Business Arising From the Minutes

5.1 Promotion Brochure

Susan Creelman mentioned the purpose of the brochure is to promote the local businesses. Susan asked for suggestions to add to the brochure. Larry Mathews suggested a number of ideas on marketing emphasizing that people with computers and those without computers are reached, awareness of the impact social media has.

5.2 Signage

Susan Creelman suggested the cost of the proposed signage may come from a different budget other than the B & T committee budget.

5.3 Strategic Plan Sub-Committee - On Going

5.4 Roger Brooks Assessment

Roger Brooks is a well known marketing expert who will be in the area of Stewiacke in August 2015. Funding for his evaluation is available from a number of sources.

5.5 Sponsorship of Business Expo

The B & T Committee representing the Town of Stewiacke will be a sponsor of the upcoming SACBA Business Expo. Heather Hamilton reported that 26 businesses have signed up to participate in the Expo, many of whom are new to the area and new to the Expo. Overall, there is room for 46 participants. Don Hay will contact the Truro & Colchester Chamber of Commerce for their participation and also asked about obtaining Expo promotional

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flyers to distribute in his business.

5. Business Arising From the Minutes (Contd)

5.6 CBC Correspondent - On Going

6. New Business

6.1 Committee Members - On Going

6.2 Town Days

A meeting of the Town Days Committee will be held on February 19, 2015. The Committee is still looking for volunteers.

6.3 Zoning By-Law

Susan Creelman reported that following a well attended Council meeting held at the Baptist Church, it was agreed that the existing By-Law regarding the keeping of horses in the town limits will be up-held. A review of all the town=s by-laws will be undertaken by the Planning committee

7. Committee Reports - No Reports

8. Member Report

8.1 SACBA Update - See 5.5 above

8.2 Jim McMorran reported the Toastmaster club is still meeting with four members. As of the next meeting on Tuesday February 10th, there is the possibility of three new members.

8.3 Don Hay mentioned that the Truro & Colchester Chamber of Commerce is promoting the combining of resources as mentioned in the Ivany Report as it applies to economic development in the area/ county.

8.4 Larry Mathews expressed his concern for access to capital in order to assist in business development..

9. Next Meeting

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

11. Adjournment

The meeting was adjourned at 9:15 AM
Respectfully submitted.

Susan Creelman, Chair

Jim McMorran, Secretary