

Minutes of the Meeting
Thursday, April 7th, 2016

1. Opening and Welcome

The meeting was opened at 8:58 am by Susan Creelman, Chair who extended welcome to our guests and to the members present.

Present:

Susan Creelman, Chair, Marla Taylor, Jeff Gray, Brian Harrison,, Darren Schriver
Jim McMorrان

Guest(s): Mary Ann Parker, Joy O=Neil

Regrets were received from: Anna Nibby-Woods, Don Hay, Chad Ramsay

2. Changes to the Agenda

There were no changes to the agenda.

3. Minutes of the Last Meeting

On a motion by Jim McMorrان, seconded by Darren Schriver, the minutes of the last meeting were approved as circulated.

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Business Arising From the Minutes

4.1 Strategic Plan - No report.

4.2 Saltscape Home Show

A team is in place for this event. A 10' x 10' booth is available and will have a number of banners in and around it, namely, the Town banner, Home Hardware, Perry Lake. A basket of Stewiacke products/ items will be raffled.

4.3 Visitor Information Center (VIC)

Mary Ann Parker the Amanager@ of the local VIC was in attendance and mentioned that over 8,000 visitors were logged in for last season as compared to about 5,000 visitors in the past. A lively discussion followed on what services are frequently asked for, directions, etc. as well as how can the promotion of the Town of Stewiacke be made better and more aware to visitors.

A concern expressed by Mary Ann Parker is the fact that the location of the VIC being at the back of the art gallery limits the time(s) the VIC can be open. When the gallery is closed, the VIC must also be closed and there are many times in the summer when the VIC could be open longer hours. Darren Schriver is to contact Don Hay about this concern and other expressed concerns.

Additional discussions concerning the VIC:

- Demographic trends of visitors at the VIC;
- Expanding the use of electronic media resources, such as the electronic photo album, You Tube;
- Invite Mary Ann Parker to the committee meeting in June and in the fall;
- Promotion of Town events such as Town Days, the Walking Trails, have pins of the town available;
- Have a Apackage@ of information of the resources available in Town such as restaurants, Foodland, parks, Trails, to hand out to visitors;
- The possibility of the VIC being open for longer hours although this is

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conditional to available funding;

Additional discussions centered on: (Contd)

- The possibility of having a separate entrance for the VIC which would allow for greater flexibility of open hours;
- Improved VIC signage in the parking area;
- There no longer is a VIC at the Glooscap Center;
- Update on the Palliser property - Joy O=Neil reported that a series of public meetings are planned for the next months for input on what to do with this property.

5. New Business

There was no new business brought forward.

6. Committee Reports

There were no committee reports brought forward.

7. Member(s) Report(s)

- Darren Shriver mentioned a concern about the position of the free WiFi sign at the entrance to the Town.
- Jeff Gray is following up on the lawyer who expressed interest in settling in Stewiacke and on GeoCatching
- Marla Taylor stated she will report on Community in Bloom at the next meeting
- Brian Harrison mentioned receiving a Welcome Wagon flier in the post
- Susan Creelman mentioned that Ann Nelson is the Welcome Wagon hostess for this area

8. Next Meeting

The next meeting of the Business and Tourism Committee will be on *THURSDAY, May 5th, 2016 at 9:00 am* in the Town Council Chamber.

Respectfully submitted

Susan Creelman, Chair

Jim McMorran, Secretary

ACTION LIST - STRATEGIC PLAN

Darren Schriver - Contact Don Hay re VIC

Marla Taylor - Community in Bloom for next meeting