

Minutes of the Meeting
Thursday, May 5th, 2016

1. Opening and Welcome
The meeting was opened at 9:00 am by Susan Creelman, Chair who extended welcome to our guests and to the members present.
Present:
Susan Creelman, Chair, Anna Nibby-Woods, Marla Taylor, Brian Harrison, Larry Mathews, Chad Ramsay, Darren Schriver Jim McMorran
Guest(s): Mary Ann Parker, Joy O=Neil
Regrets were received from: Jeff Gray, Don Hay,
2. Changes to the Agenda
Susan Creelman added th subject of Altinerary@ to the agenda under New Business
3. Minutes of the Last Meeting
On a motion by Jim McMorran, seconded by Darren Schriver, the minutes of the last meeting were approved as circulated.
4. Business Arising From the Minutes
 - 4.1 Strategic Plan
This is an ongoing review and will be revisited in the fall of 2016.
 - 4.2 Saltscape Home Show
Susan Creelman reported on the show and that it was a success as far as the Town of Stewiacke Booth. Susan circulated photos of the booth. The AHalf-Way@ sign was a particulate hit.
 - 4.3 Digital Picture Frame
It was suggested to purchase two frames to be used in the VIC showing photos of Stewiacke which Susan Creelman and Anna Nibby-Woods have taken. Additional discussion took place as to what would be displayed in the frames.
5. New Business
 - 5.1 Visitor Information Center (VIC)
Darren Schriver mentioned having met with Julie Hay and Don Hay about the concerns expressed at our last meeting. Darren circulated a VIC financial report. Still a concern is access to the VIC being through the art gallery which limits extending open hours for the VIC. The *Coldstream Distillery* will now be a new tenant at the Mastodon Ridge occupying the former theater location. Extending hours is dependent on available funding!
A discussion followed on whether or not a VIC can have revenue from sales and also discussed was the possibility of developing a Business Plan for the VIC with a view of having a revenue stream!
A suggestion was made by Larry Mathews that the VIC should have a web page to promote what is in the Town of Stewiacke.
Susan Creelman distributed a copy of a pamphlet ACome For A Visit Stay For A Lifetime@ which will be available at the VIC. Additional copies are available in the Town office.

5.2 Itinerary

A two (2) day suggested itinerary prepared by and used in her B & B by Marla Taylor was circulated as a document that could be handed out to VIC visitors about what is available in Stewiacke. The AHalf-Way@ promotion is being considered by the Town Council at Dennis Park as well as additional development at the park.

6. Committee Reports

6.1 Community in Bloom

Communities in Bloom is a Canadian non-profit organization committed to fostering civic pride, environmental responsibility and beautification through community involvement and the challenge of a national program, with focus on enhancing green spaces in communities.

Marla Taylor reported this has possibilities for promoting Stewiacke.

7. Member(s) Report(s)

7.1 Susan Creelman reported on meeting held by the Economic Development Board which includes four communities.

7.2 Brian Harrison expressed his concerns about the VIC especially future funding.

7.3 Joy O=Neil mentioned the need for comments being given regarding the Palliser site development.

8. Next Meeting

The next meeting of the Business and Tourism Committee will be on ***THURSDAY, June 2, 2016 at 9:00 am*** in the Town Council Chamber.

Respectfully submitted

Susan Creelman, Chair

Jim McMorran, Secretary