

Town of Stewiacke
Business and Tourism Committee

Minutes of the Meeting
Thursday, May 4th, 2017

1. Opening & Welcome

The meeting was called to order at 8:55 am by Susan Creelman, Chair

Present

Susan Creelman (Chair), Mary Commo, Natasha Head, Marla Taylor, Anna Nibby Woods
Brian Harrison, Chad Ramsay, Darren Schriver, Jim McMorran

Regrets

Regrets were received from, Don Hay, Jeff Gray.

2. Changes to Agenda

Susan Creelman added the Information Session of May 3rd 2017 to the agenda..

3. Minutes of the Last Meeting

On a motion by Jim McMorran, seconded by Mary Commo, the minutes of the April
2017 meeting were approved.

4. Business Arising From the Minutes

4.1 Strategic Plan - On Going.

4.2 Via Rail - Susan Creelman, Brian Harrison and Sheldon Dorey met to review a
location for a train stop. The logical place would be the site of the former train station.

4.3 Community in Bloom - Marla Taylor reported there was a limited interest in this
project. The concept is not limited to flowers, etc but to a beautification of the community
as a whole.

4.4 Business Breakfast - The Business Breakfast is set for Thursday, June 1, 2017 at the
local Legion for 8:00 am.

4.5 Litter Project - Mary Commo reported 25 volunteers were out to support this project.
Ninety-two bags of garbage were collected. Thanks to Foodland for providing water,
thanks to KFC for a meal and to Tim Horton's for coffee.

4.6 Tourism Update - Mary Commo reported that it is up to tourism outlets to organize
themselves in an Organization. It has been suggested that VIC's should be self-sustaining.
Tourists look for WiFi access, charging stations, etc.

Susan Creelman mentioned the Hay Group has hired a professional company to help
develop the Mastodon Ridge, branding. The Hay Group provide the location for the VIC
free of charge.

4.7 Ambassatours - Darren Schriver reported he is meeting with Ambassatours next
Friday.

4.8 CBC Community Contact - Anna Nibby-Woods reported she spoke with the CBC and
will be on air on May 12, 2017.

5. New Business

5.1 Saltscape Expo - The Town's participation was considered a success... Fortune

Cookies were distributed to visitors which proved to be a great attraction to the booth.

Many questions were asked about Stewiacke.

5.2 *Radio Advertising* - A script is in the developing stages.

5.3 *Marketing* - See above

5.4 - *Dennis Park Upgrade* - Susan Creelman reported the town budget has been approved by Council which includes upgrades to the park. The total cost of park upgrades is \$200,000.00 including work that can be done by the town itself and hopefully volunteers.

5.5 *CMHA Kick-Off* - Jim McMorran as President of the Board of Directors of the Colchester-East Hants Branch of the Canadian Mental Health Association reported of the Kick-Off Event for Saturday May 6, 2017 in Truro in support of the fund-raising and awareness campaign in and for the new building recently purchased by the CEH Branch. All are invited to attend this event and also support this effort to better the programs offered by the Branch and to bring a more positive public awareness to mental illness.

5.6 *Labor Day Picnic* - Jim McMorran mentioned an idea for a community event, a community based family picnic that might be held on Labor Day. Due to personal commitment, Jim is unable to commit for Labor Day but a suitable date will be found to have this event take place.

5.7 *Information Session* - Susan Creelman reported on the combined town committees information session held on May 3, 2017. The zoning map was also discussed and Susan Creelman asked the B & T committee members for comments about the town land in the down town area. Darren Schriver expressed his concern that the down town area is not community friendly. It is needed to develop more community land!

6.. Committee Reports - Susan Creelman provided some hi-lights of the town budget, such as the tax rate will remain as is, the Joffre Street upgrades are shared between the federal, provincial governments and the town.

7. Member Reports

Jim McMorran reported on upcoming Stewiacke Culture Event

Natasha Head mentioned the local barber shop has relocated to the Bluenose Mercantile building.

8. Dates to Remember

8.1 Rhubarb Festival - June 9-10, 2017

8.2 Town Days August 4-6,2017

9. Next Meeting

The next meeting of The Business & Tourism Committee will be on Thursday June 1 , 2017, at 8:00 am in the Stewiacke Legion for the Business Breakfast.

10. Adjournment

The meeting was adjourned at 10:00 am

Susan Creelman

Susan Creelman - Chair

Jim McMorran.

Town of Stewiacke
Business and Tourism Committee

Chair

Secretary