

BUSINESS & TOURISM COMMITTEE

MINUTES NOVEMBER 7 2019

Meeting called to order at 9:00 AM by Chair, Susan Creelman

Present – Susan Creelman, Brian Harrison, Natasha Head, Mary Commo, and Marla Taylor.

Guests – Mayor Wendy Robinson, Bill Hay, and Lauren Head.

Regrets – Don Hay, Darren Schriver, Jeff Gray, Jim McMorran

Minutes of last meeting – Not available

Business Arising:

VIC update – Mary Commo reviewed VIC stats for this past season and VIC saw a significant reduction (2703) in visitors. Visitors in 2018 were 7958 and 2019 5255. Some statistics in local news coincide with these numbers showing tourism down in the Province.

Truro Buzz Video – Susan reviewed some analytics provided by Truro Buzz – Highlights include video reaching 9147, engaging 1358, shares 124. The video seems well received and we can continue to promote and share.

New Business –

Business Expo – Update by Mary Commo. 125+ visitors, 27 tables, great energy in the building, The Central Merk a great addition to the event. Look for more enhancements next year.

Signage By-Law Feedback – Mayor Robinson representing the Planning & Advisory Committee (PAC) brought the current Signage Chapter of Land Use Bylaw for our input. The PAC is reviewing its entire land use bylaw document and has requested Committee input.

The discussion included the following topics:

- Signage for the home-based business
- Signage distance to property boundaries
- Type and style of signage in downtown core versus highway and commercial areas.
Could we have a different type of sign in the downtown core to fit in with the current theme?
- Distance to a street in residential areas vs commercial areas
- Number of signs per lot
- Mastodon Ridge would like to meet with Town about their upcoming plans.
- Grandfather current signs if bylaw changed
- Mayor Robinson invited back for further discussion as needed.

Social Media – Natasha Head and Lauren Head presented on social media use in business.

Topics included use of like, share, comment hash tag, promoting each other promotes the

town, use of the #sweetstew hash tag created at Truro Buzz Video. Natasha and Lauren offered a workshop for local businesses on these topics.

Member Reports –

Susan reported Town moving forward with a solar panel project at Community Centre; Council approved changes in lot sizes to allow the Small Homes project to continue; Dec 7th is Tree Lighting Day in Stewiacke.

Bill Hay updated the Committee of current changes in the works at Mastodon Ridge including new mini-golf and improved parking.

Mayor Robinson advised re Trail extensions project that Town Staff applying to ACOA for grant re a strategic plan study.

Meeting adjourned 10:05 AM

Minutes recorded,
Susan Creelman