

TOWN OF STEWIACKE - BUSINESS & TOURISM COMMITTEE

Minutes Jan 9 2020

1. Opening & Welcome – Meeting called to order at 10:05 AM by Chair Susan Creelman.

Members present – Susan Creelman, Don Hay, Darren Schriver, Marla Taylor, Jeff Gray, Brian Harrison, and Mary Commo. Staff – CAO Dale Bogle

Regrets from Jim McMorran, Natasha Head, Anna Nibby Woods.

2. Minutes – No Minutes available

3. Business Arising from the Minutes – NA

4. New Business – Strategic Plan Discussion – The Committee held an open discussion focusing on what we want to accomplish for the balance of this mandate – October 2020. The 2 main priorities were enhancements to the VIC and pursuit of the Trans Canada Trail to the Fish Shack. Recap is attached as part of minutes.

5. Member Reports –

- a. Susan mentioned the Fibre Arts event coming to Stewiacke in June at the Community Centre.
- b. Susan updated the Committee on the Happy Communities Project in the initial stages in Stewiacke
- c. Mary Commo mentioned the opportunity for Stewiacke to host event(s) as part o the NS Blueberry Festival. She is going to see what businesses might want to be involved.
- d. Short discussion on The Chamber of Commerce and lack of members in the Area. It was suggested we ask the Chamber to speak at the business breakfast in June.
- e. Susan mentioned new business in Town - The Trinity Air BnB.

6. Next meeting – February 6, 2020

Meeting adjourned 10:20.

Susan Creelman
Chair

STEWIACKE BUSINESS & TOURISM COMMITTEE

2020 STRATEGIC PLANNING DISCUSSION

As part of the January 9th B&T meeting we focused on what we want to accomplish as Council nears end of this mandate October 2020.

The Committee quickly reviewed the 2019 wish list.

Some notable accomplishments:

Tourism Development –

- Cooperation with Wildlife Park has been established
- Music in the Park was started under the leadership of Mary Commo
- Committee advertised in the program of the Stewiacke River Music Festival
- Truro Buzz video
- VIC improved standards for employees
- Stewiacke downtown beautification continues

Residential/Business Growth –

- New building at Perry Lake Development
- Small Homes development approved by Town Council
- Continue work with and support of REN

The Committee chose 2 areas of focus for remainder of 2020.

VIC enhancement –

- Continue to work with Mastodon Ridge to create a good visitor experience with more engagement and interaction from employees and some beautification (flowers) around the VIC.
- Establishment of TV monitor in the VIC to show videos and pictures of the area.
- Obtain a drone video of the river featuring tidal bore and eagles
- Continue to promote and feature Fish Shack, tidal bore and eagles.
- Ask Council for budget of \$4000 as in previous years for the operation of VIC and add \$1000 re TV, outdoor brochure stand and beautification.
- Ensure good WIFI for visitors
- Continue Wildlife Park partnership
- REN promotion of the area.

2. Creation of trail extension from Mastodon Ridge to Fish Shack

- Town may become owner or part owner of Fish Shack
- Boardwalk along river would be great addition
- Feature view of confluence of Shubenacadie and Stewiacke Rivers, tidal bore and eagle watching
- Great spot for artisans
- Create a photo contest of Stewiacke to attract photographs of the area.
- Underwater camera showing flow of fish in river
- Creation of the trail will help create day trips to Stewiacke and also with the changing seasons extend the tourist season.
- Feasibility study required.