

Town of Stewiacke

Business and Tourism Committee

Minutes: December 3, 2020 VIA ZOOM – 9:30 AM

1. Opening and Welcome

1.1- Regrets - Jeff Gray and Brennan Gillis.

Present – Susan Creelman, Julie Hay (sitting in for Don Hay), Marla Taylor, Brian Harrison, Mary Commo, Dale Bogle, Mayor Lloy

1.2 Guests – Andrea Jackson

1.3 – Meet Mayor George Lloy – Members introduced themselves and Mayor Lloy introduced himself.

2. Minutes of the Last Meeting

2.1 September 2020 – Moved by Mary Commo, second by Darren Schriver to approve minutes of September. Note – no meeting in October re lack of quorum.

3. Business Arising From the Minutes

3.1 - Council update - Susan updated Committee.

3.2 –Chamber Tourism Grant – explorecentralns.ca – Susan/Mary reported recent meetings and activities including meeting with a tourism expert from Wolfville and soliciting input from tourism partners in the area namely hotel managers and Masstown Market’s Ron Smith.

3.3- Market Readiness Project - Susan advised Committee of recent meeting with Brennan Gillis of TCPEP along with Marsha Pond, Market Readiness consultant. The program is supported by ACOA. A consultation for a local business with a tourism focus with a consultant has a \$ value of 2500 and business will pay 250 after ACOA’s support. The Mastodon Ridge Group and Foodland/Robins Donuts will be taking part in the program. Susan will be able to observe and help where possible.

3.4- Saltscapes Advertisement – Mary advised Committee of a new advertising program with Saltscapes magazine and will feature Stewiacke. COA Bogle has marketing budget room to approve.

3.5 – COVID 19 discussion – Committee had a general discussion about COVID impact on their businesses. Dale also advised the Committee how the Town has handled the pandemic and some of the precautions taken and restarts of the BIPPC Committee to handle Wave 2.

4. New Business

4.1 – New Business – MGM Automated Doors, STAR Buy & Sell, Jessy’s Pizza and Robins Donuts

4.2 – Committee membership - Susan advised Anna Nibby Woods stepping away from the Committee.

4.3 – Meeting with Coldstream Clear – Susan advised of a meeting Dec 3rd held with Coldstream Clear’s Elaine and Olivia Giffin along with Mary, Darren and Susan. It was an introductory conversation re marketing all the reasons to stop at Exit 11.

5. Member Reports – Round table updates –

Andrea Jackson advises ACOA working on project completion.

Marla provided an update for the Bed and Breakfast Assoc. Air BNB’s will now have to collect HST and that will help level the playing field with B and B’s. Many are thinking ahead and preparing for next tourism season.

Dale updated the Committee – Town has record Deed transfer tax in past few months; 6 unit apartment building to start at old Laundromat site; subdivision in for approval off Tower Road with 35+ lots; 60 lots for small homes on St Andrews St; Recreation staff working on the River Boardwalk project and protection of the waterfront; MOU between Town and Fisherman’s Assoc in progress; well water study continues and the solar project at the Community Centre will begin in spring.

6. Dates to Remember – December 5th – Tree Lighting will be virtual.

7. Next Meeting – January 7 2021

8. Adjournment