

Town of Stewiacke
Business and Tourism Committee

Minutes of the Meeting
Thursday, March 2nd, 2017

1. Opening & Welcome

The meeting was called to order at 8:50 am by Susan Creelman, Chair

Present

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

Guest Joy O'Neil

Regrets

Regrets were received from Jeff Gray

2. Changes to Agenda

No changes to agenda

3. Minutes of the Last Meeting

On a motion by Mary Commo, seconded by Jim McMorran, the minutes of the February 2nd, 2017 meeting were approved.

4. Business Arising From the Minutes

4.1 Strategic Plan - On Going

4.2 Ren- It is was mentioned that Don Hay is a new member of the REN board.

Congratulations to Don.

4.3 Community in Bloom - Susan Creelman will bring this subject to the Town Council and have it included in the Town newsletter. Marla Taylor mentioned having spoken to Beate Acker, President of the local garden club about this project.

4.4 Business Breakfast - A date has not been set for this event.

4.5 Litter Project - Mary Commo mentioned that a section of Highway 102 will be adopted for cleaning as well as cleaning in Dennis Park.. Mary Commo will advise of clean-up date(s).

5. New Business

5.1 Tourism - Mary Commo reported the former tourism association is now closed and the Colchester chamber of Commerce is addressing the tourism business with municipalities and businesses. Mary mentioned there were approximately 9, 500 visitors to the local VIC, an impressive figure. Discussion followed about having these visitors come into the center of Stewiacke. Jim McMorran mentioned there needs to be something(s) to attract the tourists to the center of town. He also mentioned having had a request for information how how to get water for RV's. Further discussion followed about the need to advertise what is in the Town and to draw travelers' attention to this.

5.2 Saltscape Expo - Mary Commo mentioned that over 40,000 people visited the expo last year. It is hard to measure the success of the Town's participation. A number of suggestions were made that would help determine visitors to the Town's booth. The next Expo is April 21 - 23, 2017.

5.3 Radio Advertising - On Going

5.4 Newsletter format and Advertising - This subject was discussed in other subjects

5.5 CBC Community Contact - Anna nibby-Woods has been on air a couple of time.

5.6 Business Expo - After discussion it was felt that this local business expo should be held as soon as possible.

5.7 Via Rail - Susan Creelman mentioned having received a reply from Via Rail regarding ghe possible commuter stop in Stewiacke. Among the requirements outlined in the reply letter are that costs of any structure set up would have to be borne by the Town which could include a platform, a shelter, a station among others. Further discussion to follow.

5.8 Digital Signage - A discussion followed on this subject as a follow-up to a previous discussion at this meeting. The cost of such a sign was again mentioned. Darren Schriver mentioned that he is looking into the possibility of such a sign for the local Foodland outlet. Jim McMorran suggested the old Foodland sign could then be re-cycled for Town use until a digital sign is obtained for Town use.

6.. Committee Reports - No reports

7. Member Reports

7.1 Jim McMorran reported on the tremendous success of the latest Stewiacke Culture Showcase Event held in February at the Baptist Church. Well over 100 people were in attendance for the “Man in Black” event featuring music of Johnny Cash performed by local musicians and singers, among whom was Natasha Head, a member of this committee. The next event is scheduled for March 25, 2017 at the Baptist Church for a “Song Writer’s Circle”.

7.2 - Chad Ramsay stated he would definitely support the clean-up event.

7.3 - Brian Harrison suggested the “Man in Black” concert could become an annual event.

8. Dates to Remember

8.1 Stewiacke Culture Showcase event - Saturday, March 25th, 2017

8.2 Saltscapes Expo - April 21 - 23, 2017

9. Next Meeting

The next meeting of The Business & Tourism Committee will be April 6,, 2017

10. Adjournment

The meeting was adjourned at 10:00 am

Susan Creelman
Chair

Jim McMorran.
Secretary