

Minutes of the Meeting
November 1st, 2018

Opening & Welcome

The meeting was called to order at 9:05 A.M. by Susan Creelman, Chair who made mention of JJRoots award with particular emphasis on Jeff Gray!

Present

Mary Commo, Marla Taylor, Jeff Gray, Brian Harrison, Darren Schriver, Doug Bak, Jim McMorran

Guests

Brennan Gillis - Truro & Colchester Partnership for Economic Development (TCPEP)

Cory MacFadden - Perry Lake Developments

Regrets

Regrets were received from: Natasha Head, Anna Nibby-Wood, Don Hay,

1 **Agenda**

The agenda was accepted as circulated

2 **Minutes of the Previous Meeting**

Moved by Jim McMorran, seconded by Jeff Gray, the minutes of the October 2018 meeting were accepted as circulated

3 **Business Arising From the Minutes**

3.1 **Business Expo**

Mary Commo reported there were 33 vendors at the Expo an increase in vendors from the last Expo. A survey on the event is going out to the vendors soliciting their feed back..

3.2 **VIC**

Mary Commo reported that 760 visitors had been at the VIC this season so far, slightly down from last year!

3.3 **Bus Service**

Susan Creelman reported having attended a meeting on this subject with Brian Harrison. An other meeting is scheduled for today with the Airport Authority who have expressed support for a bus service that would include Stewiacke.

4 **New Business**

Cory MacFadden from Perry Lake Development was invited to join the B & T committee.

4.1 **Marketing**

A lengthy and profitable discussion followed on the subject of Marketing for the Town of Stewiacke. A number of ideas and suggestions were put forth, including -Who is the target market?; A reminder to contact Community College students or university students; focus on the "Rivers of Opportunity" theme; There is a need to continue this focus with this committee outlining what it is looking for.

4.2 **ACOA**

Andrea Jackson who is the new contact person for ACOA has been invited to the December meeting.

5 **Member Reports** - No reports presented.

6 **Next Meeting**

The next meeting of The Business & Tourism Committee will be on Thursday, December 6th, 2018, 9:00 am in the Town Council Chamber.

7 **Adjournment** The meeting was adjourned at 10:15 AM

Susan Creelman
Chair

Jim McMorran
Secretary