

## Bridgetown Area Chamber of Commerce General Meeting November 15, 2012

Attendance: Andy Kerr, Gerry Bezanson, Heather Marshall, Jason Rice, Steve Raftery, Clark Morris, Tim Habinski, Mike Gushue

Meeting called to order at 8:00 am by chair Andy Kerr with a welcome to all.

Minutes of October 18/12 meeting were read and approved.

### **Business arising from minutes:**

Moonlight Madness flyer will be completed this week and will include an insert for the BRHS High School craft expo to be held on December 7<sup>th</sup> th and 8<sup>th</sup>.

Canada Post will deliver the flyer on Monday and Tuesday next week as Flyer Services cannot guarantee delivery before Friday. We will try to keep at last year's budget by maybe decreasing the Bridgetown Bucks allotment given to customers during Moonlight Madness. Last year the BACC gave out \$500 in bucks.

Andy advised to encourage businesses to promote a "sale" to set them apart that weekend and this will be posted on the Discover Bridgetown website.

The Santa Bus will be operating again from Mountain Lea Lodge, extending the route to allow residents there to participate in the festivities. A food bank donation will allow you to travel to and from businesses. Tim will try to get carollers again along Queen St. There will also be an open fire at the Eggplant Café to roast chestnuts.

### **There was no correspondence.**

### **Reports**

**Finance** - There was no report as Gary was away, however we were advised that receivables from Ciderfest are still at approximately \$2000

**Ciderfest** – The committee is reaching out to a couple celebrities to join the parade and also Alexander Keith's to possibly do a run of their new Cider Beer during the festival.

**Tourism** – Andy will take on the task of monitoring the emails to the VIC.

**From the Town** – Steve reminded everyone of the meeting at the High School on Nov. 27, 2012, which will update the community of the progress and advancement of the P-12 school.

Steve also advised that Bridgetown, Annapolis Royal and Middleton will continue to join forces regarding the Community Fiscal Program, a four-way partnership with the province. The funding to help kinder pre-skate at the arena has been extended and plans are underway to promote family fun activity nights at the Trojan Sports Center.

### **New Business**

Andy advised there has been much discussion around the media coverage we have received over the past year and we should consider leveraging the notoriety before we lose the spotlight, by focusing on the advantages of living in Bridgetown, recreation, shopping, etc., to promote tourism.

Clark suggested maybe having the VIC open later in the day. Having a kiosk is also important as studies prove people spend money between 5 and 9pm. Andy suggested using the corridor between Tim Horton's and Esso to display materials promoting business.

The transportation issue will be addressed in the near future with experts to discuss the current system, and maybe including a feeder system from the shore and other outlying areas to promote shopping in Bridgetown. Currently TCTS is not being used to its potential and must find ways to offer more services.

Steve advised the new council will be discussing some of the projects which have been on the back burner for a while, such as the Bridge of Flowers and the development of the Irving properly next to Town Hall. We now have the opportunity to discuss all issues with new councils both at the Town and the County.

ADEDA will be running next phase of the computer course and BACC will attempt to have a class in Bridgetown starting in February 2013.

Ladies night will be held tonight at Bridgetown Home Hardware and ValuFoods.

Meeting adjourned at 8:41 am.