

BRIDGETOWN AREA CHAMBER OF COMMERCE  
MINUTES OF MEETING OCTOBER 20, 2011

Attendance: Chair Andy Kerr, Kirk Lycett, Gerry Bezanson, Neil Cook, Heather Marshall, Steve Raftery, Clark Morris, JoAnn Kittell, Bruce Hutchinson, Jason Rice, Tim Habinski, Mayor Fowler, Chantelle MacKinnon

Meeting called to order at 8:02 am by Chair Andy Kerr with a welcome to all in attendance.

Minutes from the September 8, 2011 were read and approved by Chair Andy Kerr.

**Business Arising**

The 50/50 draw to be operated by ValuFoods is in the final stages and will be up and running soon.

**Correspondence** None

**Reports**

Financial report was presented by Chair Andy Kerr in the absence of treasurer Gary Olsvik

Operating account as of October 14, 2011 - \$5740.64

Holiday Draw Account - \$ 19,424.97

Good Samaritan Account - \$ 35.05

There is \$2270.50 outstanding in advertising and sponsorship money from Ciderfest, when collected will leave Ciderfest seed money for next year in the amount of \$510.25

A request has been sent to the Lions Club to determine if they are interested in taking on the Holiday Draw for next year. This is necessary to give them right of refusal.

Motion by Tim to accept reports as presented, 2<sup>nd</sup> by Kirk, m/c.

**Tourism**

JoAnn Kittell submitted a detailed report on the operation of the VIC for 2011. Copy is attached to minutes. She noted that Bridgetown did not get many visitors from the Wharf Rat Rally and a suggestion was made for communities to put together events during the Rally to attract some participants.

**Downtown Revitalisation**

The Salvation Army Store will be expanding into both sides of the old Home Hardware location.

The Shaffner Building has been sold.

## **Town of Bridgetown**

Steve advised there are plans to enhance the outside front of the New Library and Cool Water Café location with plants, shrubs, etc.

The Jubilee Park project has been completed and a grand opening and dedication will be held in the near future.

The Town Xmas tree will be lit during Midnight Madness on December 2, 2011 along with the NS Power Xmas light swap for LED lights.

Mayor Fowler advised there will be a public meeting held in November to discuss the forensic audit report, date to be announced.

There will also be a public hearing for residents to discuss the downsizing of Council, date to be announced.

Water bills have been distributed to residents and property tax bills will be sent in November.

The new tax rate has been set and the collection of overdue revenue is crucial to the Town's finances.

## **New Business**

Andy presented some ideas on how to put more excitement in this event to attract visitors and shoppers;

- Should we rebrand Midnight Madness as most businesses are closed before Midnight
  - Encourage the comeback of the Victorian people
  - Have a regular running Santa taxi service to take shoppers to outlying businesses, beyond Queen St.
  - More music and choral groups
  - Chestnut roasting has been proposed by one business owner
  - Find a new location for the market
  - The Axe the Tax promotion should be advertised through the Midnight Madness flyer also
- Andy will be contacting volunteers in the near future to brainstorm on new ideas, etc.

There will be a Business Breakfast hosted by ADEDA, held at the Capitol Pub in Middleton, October 25/11 7:30 -9:00 am. This is designed to celebrate Small Business Week and information topics will include increased funding opportunities available, "Cluster Program" staff skills training.

Steve had met with Louise Watson on the topic of business programs and services, economic and rural development and tourism, handouts were distributed.

Andy advised the Central Valley Chamber of Commerce is in the process of making a decision to join Kings County chamber or the BACC. More information will be forthcoming.

The Tuppersville Market has started and is open on Saturdays from 10:00 am to 1:00 pm. There will be a series of Home Roots concerts included.

**Guest Speaker**

Neil Cook, Managing Director of Mountain Lea Lodge and the ARC, gave an in-depth presentation on the importance of these facilities in our town, not just as the largest employer, with over 200 employees, but also its impact on our community as a whole. It has strategic partnerships with local businesses, and its community engagement, enhancements, standardization and capacity to expand, will allow the facility to attain its goal of becoming the “Home of Choice” as an assisted and long term care facility.

Motion to adjourn at 9:00 am