ADBoT Membership Meeting

July 3 2007

Minutes

Present: Beth Halliday, Rob Lawrie, Angela Amero, Danny McClair, Craig Fancy, & Dave Robb

Apologies: Carl Oldham, Peter Kramers, Rob Walls, Beth Fairn & Kelly Gervais

Call To Order: 7.35 pm

Review of Agenda: No additions or changes made

Review/Approval of Minutes: ***Motion*** to approve the minutes of May 1 & June 5 – Seconded – Approved.

Business Arising from the Minutes:

Wharf Rat Rally activities update – It was reported that raffle tickets were being sold to win a motorcycle and this should be encouraged and promoted locally.

Pool Update - It was reported that the Town has committed to funding $250K but will no longer be responsible for the project. Rob L reported that the pool is currently being re-tendered to local businesses and that Donnie Brown was acting as Project Manager. It has been decided that the old buildings would be refurbished instead of being demolished and thereby making an estimated saving of between $35-40K. In order to retain the Provincial funding previously committed, the project must be started before the Fall.

Update on Retail Workshop – The Retail Workshop will be rescheduled to the 16th of October by invitation. It was decided that the workshop would go ahead regardless of how many participants attend. In order to increase the attendance, it was suggested that the workshop be split over 2 days from 6 – 9 pm and then 9 – 12 the next day. **Action** – Barb to contact Bernard Smith to check his availability. Barb to start compiling list of potential participants and send out a request to ADBoT accommodations owners for a complimentary room for Mr. Smith.

Update on Communication meeting with Town – Beth reported that multiple efforts over the past month to arrange a casual meeting with the Town have met with no success. **Action** – Beth H to email directly to Councilors requesting the best course of action to confirm a meeting.

Thistles & Fleur-de-lis update – Beth H reported that there has been a verbal commitment from the Town to contribute $1,000 towards the event but that costs significantly exceed that amount. This event is scheduled for the 11th of August, with additional funding sources being sought.

New Business:

Report on Christmas Promotion feedback – Barb reported that only 4 responses had been received back for the 2006 Xmas Promotion Survey out of the 100+ that were distributed. A compilation list was distributed and discussed.

2007 plans – Discussions were held regarding the amount of funds available for the Xmas promotion and that a request should be made to the Town confirming 2007 funding to be provided. It was agreed that the new Marketing Coordinator, Sally Burnie should be invited to the next meeting as ADBoT has insufficient funding to fulfill the many events throughout the year such as Natal Days, Thistle & Fleur-de-lis, Labour Day, Thanksgiving, Halloween & Christmas. It is hoped that ADBoT and the Town could work closely together arranging these events.

The theme for this year's Christmas promotion will focus on kids 'Kid's Christmas in Annapolis Royal' or a similar theme with a crèche, craft days etc. The concept of free child care from 10 am – 4 pm on the four Saturdays preceding the holiday was discussed and felt to hold merit. This would start on the 25th of November and then the following 3 Saturday's in December. **Action items**: Barb to contact Bridgetown BoT to find out when their 'Midnight Madness' event is scheduled for 2007 in order to avoid a clash of dates as in 2006. Danny to contact Paula Buxton to ask for her assistance in putting together some of the ideas for the promotion after her excellent input and participation with the Easter Event.

Membership report - It was reported that there are currently 63 fully paid up members, 22 outstanding, 2 not rejoining & 2 still considering. Barb is continuing to chase errant payers as and when time allows.

Next Meeting: 7.30 pm Tuesday 7 August at the ADBoT offices

Adjournment: Motion to adjourn at 9.00 pm