

Annapolis District Board of Trade

Annual General Meeting
April 5, 2007

Tourism Committee Report:

The Tourism Committee has had a very busy year, with some activities being more successful than others. We set a goal of meeting monthly, with the exception of July and August, but managed only 5 formal meetings. Project work has been carried within small focused working groups which now are ready to be expanded.

Just to take us back to where we started at this time last year:

March 13, 2006 Minutes – ADBoT Tourism Committee:

Present: Beth Halliday, Bruce Gurnham, Angela Amero, Linda Brown, Jack Slater, Ryan Scranton, Kevin Burnell

Regrets: Durline Melanson, Alan Melanson, Ron Boulding

Motion: To further amend the mission statement to: *“This committee of the Annapolis District Board of Trade is focused on mechanisms to significantly increase the length of stay for visitors to the Annapolis District area, and to supporting initiatives to increase area visitation.”*

Motion by Ryan

2nd by Bruce

Vote passed unanimously.

March 28, 2006 Minutes - ADBoT Tourism Committee:

Present: Ron Boulding, Ryan Scranton, Angela Amero, Durline Melanson, Linda Brown, Kevin Burnell, Beth Halliday

Regrets: Jack Slater, Gary Mailman

“The Fundy Coast, as defined in the 2006 Destination Southwest Nova Scotia visitor guide, includes all communities from Bridgetown to Weymouth, including Digby Neck & the Islands. It was generally agreed within the committee that this defined geography is where visitors to the area focus their activities, and that our ability to do a better job of presenting activities and events within this area is a key tool to extending length of stay and increasing visitation.”

“The proposal for a destination website does not “compete” with any known tourism proposal at this time. Further noted was the fact that a tourism site has a significantly different look, feel and function from a municipal website, and it was not felt to be effective to use either the town or county website for purposes of attracting and retaining visitors to this area. Domain names for the new tourism website were discussed, with numerous ideas presented.”

Motion: That the ADBoT Tourism committee secure “NovaScotiaFundyCoast.com” as the preferred URL for a new area “destination” website – Moved by Ryan, seconded by Linda, unanimously approved.

Linda reported that the current members of the TDA group are Linda Brown, Alan Melanson, Jane DeWolf, Greg Pyle, Heather LeBlanc, Bruce Gurnham, and Patrick Redgrave. She stated that they intend to finish the “blue book” exercise of conducting an inventory of the resources within

the Annapolis District area by April 30, and will then reconsider the goal of the TDA. There was agreement within the committee that a review and discussion of the completed Annapolis Royal & Area inventory ("blue book" report) by all interested parties would be helpful in the creation of a coordinated plan to move tourism interests forward in this area.

The Tourism Committee conducts projects and provides oversight to the VIC management team. The VIC team deals with VIC issues all through the year – from oversight during the 6 month open season, to hiring, policy writing, and funding applications during the "off" months. Following this general report, Gary Mailman will provide highlights of the 2006 VIC operations.

The Tourism Committee dealt with a number of different issues throughout the past year, and here is a short chronological summary:

April

- Angela Amero and Gary Mailman attended "Sea Sell" event to promote travel between St. John NB and the Fundy Coast area
- lobbied for support of first B&B weekend in Annapolis Royal. ADBoT contributed \$300
- lobbied for new "?" signs to direct visitors to the VIC - achieved
- lobbied Annapolis County council to provide \$0.50/capita funding to DSWNS – achieved
- discussion/planning for area brochure

May

- informed that application to county for website project funding had been totally rejected

June

- D&D Fundy Coast branding project begins
- road signs – secondary highway and 100 series locations discussed
- lack of area/regional representation on DSWNS board

July

- D&D theme ideas for common header
- how to re-approach Council re: website project?
- communication regarding diminished or non-existent VIC funding from Town

September

- how to address lack of representation on DSWNS board?
- determination that dedicated liaison contact needed to improve communication with both Town and County
- NSP 5 year planning issues with VIC location
- Scotland business development trip
- How to provide improved exposure for North Hills museum in next issue of D&D?
- discussion of focusing solely on private, shared funding to build Fundy Coast website

October

- update to membership re: business development trip to Scotland and June rededication
- involvement of Annapolis County Warden in Scottish efforts
- ABCC commits to joint funding on Fundy Coast website project

November

- public debriefing meeting re: Scotland trip
- slide show CD marketing tool introduced
- involvement from Federation of Scottish Clans in NS – 2007 is International Gathering of the Clans

- TDA report discussed in a public meeting. Progress update: Step 4 of the 10 step process. Step 4 calls for setting common ground & common goals and developing an action plan. This then progresses to Step 5 – Building partnerships
 - TDA report observations:
 - There is a lack of awareness about what our region has to offer, particularly within the province and DSWNS .
 - Need to develop strategic partnerships – other communities, destination marketing groups, governments, business sectors, etc.

December

- ABCC using slide show to promote Fundy Coast region at foreign trade shows (Germany, Mexico)
- Digby Area Tourism unable to provide funding to website project
- Digby Pines unwilling to participate in website project
- website project scaled back to three funding partners – ADBoT, DBoT, ABCC

January

- Meeting with Minister of Tourism, Len Goucher – re: lessons from Scottish business development trip
- 1st Annual Robbie Burns night held at ABCC – joint effort with DBoT – guest speaker from Federation of Scottish Clans
- **Scotia Fundy International** meetings every other week – Joint Economic Enhancement Committee includes Warden Newton, Kevin Burnell, Beth Halliday and DBoT members – budget, funding and organizational challenges
- Nova Scotia Fundy Coast branding exercise done

February

- **Scotia Fundy International** challenges continue
- Nova Scotia Fundy Coast website work proceeds

March

- VIC funding proposal/request presented to County re: increased support
- Nova Scotia Fundy Coast website launched – data base development & site enhancements still under way
- Nova Scotia Fundy Coast booth at DSWNS Halifax Travel Show – March 24
- meeting with NSP re: 07 season and funding request

2007 objectives:

- continue to develop NSFC website and seek ongoing revenue sources
- capitalize on communication, scheduling and marketing opportunities available with NSFC website
- Need for additional active committee members to participate in **Scotia Fundy International** Conference & Trade Show and “Thistles & Fleur-de-lis” event
- Strengthen Fundy Coast representation on DSWNS Board of Directors
- Meld 06 partnership development activities with local action plan to increase area profile
- Assist with local product development activities