



2008 Annual General Meeting

Minutes:

Thursday, March 27th, 2008

Call to Order & Welcome: 7:10pm

Present: Chris Walls, Rob Walls, Dieter Jilge, Jerri Costa, Holly Sanford, Kathy Denuke, Gary Mailman, Ruth Thorbourne, Craig Fancy, Angela Amero, Rob Lawrie, Kevin Burnell, Tina Halliday

Regrets: Carl Oldham, Dave Robb, Beth Fairn

Review/Approval of Minutes: 2007 AGM : Motion to approve 2007 minutes as are with no amendments or additions. Seconded and approved- all in favor.

President's Report: Kevin Burnell: Report Attached

Financial Report: Tina Halliday: Motion to approve Financial Report as presented. Seconded and approved- all in favor. Report Attached

Committee Reports:

- **Retail – Rob Lawrie:** Motion to approve Retail Report as presented. Seconded and approved- all in favor. Report attached.
- **Membership – Chris Walls:** Motion to approve Membership Report as presented. Seconded and approved- all in favor. Report Attached

By-Law Revisions: Kevin Burnell: No revisions to the by-laws at present

08/09 Slate of Directors: Tina Halliday, Nominations Committee: Motion to approve the list of Directors for 08/09 as presented. Seconded and approved- all in favor. Three calls were made for any additional nominees and none came forward. List Attached.

2008 Objectives & Calendar: Kevin Burnell: Kevin stated that the calendar will consist of the various activities that the Board of Trade will be participating in. Those items will be announced as they are decided upon.

2008 Objectives- An email will be sent out to membership and executive to have some input on what the objectives will be for the 2008/09 year. We ask that all members who would the BoT to participate in anything please let us know and also if there is something that you would like to see the BoT add to the list of goals and objectives, please respond to the email with your replies.

Open Forum:

- Point was made that it was noted that ADBoT doesn't have a "Tourism" Committee at present. Very important for the BoT not to drop this important subject and to remain involved. Annapolis Royal Visitor Services Society is being formed to move the VIC over to a more "self-sustained" business and ADBoT will ALWAYS be involved with the tourism aspect of the local economy as it is vital to our businesses.
- Discussion about meeting to push the Wharf Extension through and gain support for the project.
- Discussion about various activities that may be able to become annual events along with the current ones we have established.
- Discussion about the Ride the Lobster event that will be coming to the area in June.
- Jerri Costa- Visitor- presented some information on a school/student and science related project that they are collecting for. We asked her to send us some further information that we will be able to present to the Board and also to membership.

Adjournment: 8:46pm. Motion made to adjourn the meeting. Seconded and approved-all in favor

Respectively submitted:

Tina Halliday, Administrator

Date

Signature, Executive ADBoT

Date

ATTACHMENTS: 1.Presidents Report, 2.Financial Report, 3.Retail Report, 4.Membership Report, 5.List of Directors 08/09

1. Acting Presidents Report for AGM 2008 (Kevin Burnell) March 27, 2008

During 2007 the Annapolis District Board of Trade improved its activities and support in the community. The board has worked towards building strong relationships with the Town Of Annapolis Royal and the County. We have worked with committees and initiatives outside of ADBOT that will directly support business and community.

Wharf Committee

The wharf committee, of which ADBOT hold a board seat on have worked hard to establish a direction for the wharf and its future plans. A presentation will be made by the wharf committee on the 2nd of April at the fire hall, where they will reveal the concepts and proposed direction for development. This is an important meeting for the business community and I would ask that as many as possible of our membership attend.

Retail Committee

The introduction of new forms of co-operative advertising have been introduced by a vibrant retail committee. Their initiatives have introduced a variety of new activities for businesses support. The committee report will go into more detail of these initiatives.

○ VIC Over site and new Annapolis District Visitor Services

The VIC operations have been developing their own identity within ADBOT. The VIC has been an institution within ADBOT for many years and the board recognize its importance to the businesses in our district. ADBOT also recognizes that it is important to other groups and committees and seeks to open doors to partnership with them in the administration of operations and planning.

A new society has been formed called “The Annapolis District Visitor Services Society”. The current board for the initial set up was all ADBOT members. The objective is to re-establish the board with VIC stakeholders within the community. This will allow the VIC to take the right direction and be fully supported within the community. ADBOT will remain a key supporter of the VIC and maintain a membership on the board of the new society. The operations and sponsorship of the VIC for 2009 will be transferred to the new board and 2008 will remain under ADBOT.

● 2008/2009 Objectives

The board of ADBOT seek to work in the direction of its memberships objectives. The board have acted on behalf of the membership to identify objectives within our business community and seek to achieve as many of those objectives as feasibly possible. The board need to have more feedback from its membership to indicate if the objectives are focused and are capturing all important issues. I would encourage all members to send an e-mail to our administrator about anything that you feel ADBOT may wish to act on or an objective that would warrant pursuit. The objectives for 2008/2009 have not been defined as we want the membership to build on those objectives 1st. Please participate over the next month to outline 2008/2009 objectives

Summary

ADBOT is recognized as the voice of business for our community. I would ask that the membership consider becoming more involved in the planning of that future. In the past board members were burdened with most of the physical application of objectives. That has changed in the past year and our administrators now implement the boards objectives and direction of operations allowing the board to concentrate on strategies and ideas for the future.

2. 2008 AGM Financial Report (Tina Halliday) March 27/08

(See Excel Budgets)

2007- Final figures are shown on the 2007 Final Budget Amount spreadsheet included with your agenda. You will see that there was a deficit of \$7406.88. This is due in part to contributions to the VIC (\$1266.11), Development of the Nova Scotia Fundy Coast Website (\$4243.21) and an increase in the amount for wages for the hiring of me (the administrator). The number of hours for this position were increased after the budget was originally presented.

On the right you will see some net profits/losses from the various projects that we undertook in 2007. These are composed of the difference in the revenue collected for the project to the expenses incurred for the same.

The 2008 Proposed ADBoT shows the anticipated revenues and expenses for the 2008/09 projects. We are hoping to complete the Doers and Dreamers Publication again as well as having our annual Golf Tournament. The Annapolis Retailer is proving to be a very good source of income for the Board.

It is my hope that we can get to a point that we have an “Annual Promotion Budget” in which the Bot, Town and Retailers etc in Annapolis can get together and provide a single amount towards all of the promotions that will happen in the run of a year as opposed to us having to try to get everyone to give money at various times of the year. This will include the Christmas and Easter promotions along with various other projects that we will be working on annually.

Currently we have \$464 in our checking account and \$14,233 in our savings account.

2007 Final Budget Amounts

Revenues	2007 ACTUAL	2007 Proposed	2006 Actual	2006 Projected	2005 Actual
	-	-		-	
Membership Dues	\$ 9,625.00	\$ 12,500.00	\$ 8,770.71	\$ 10,500.00	\$ 10,335.00
Grant - Town of Annapolis Royal- Christmas Promo	\$ 7,000.00	\$ 8,000.00	\$ 8,000.00	\$ 12,000.00	\$ 8,000.00
Golf Tournament	\$ 6,972.80	\$ 7,000.00	\$ 4,420.00	\$ 7,000.00	\$ 6,856.00
Doers and Dreamers	\$ 34,678.80				
Annapolis Retailer	\$ 3,549.57				
CCGIP	\$ 912.31	\$ 900.00	\$ 911.30	\$ 500.00	\$ 498.99
Burns Supper	\$ 1,531.99				
Grant- Town And Muni/Clans T&Fleur de Lys	\$ 2,500.00				
Interest	\$ 459.88	\$ 500.00	\$ 437.01	\$ 600.00	\$ 343.41
Christmas Promotion Income -fundraising/sponsorship pkg	\$ 8,669.44				
Grant etc 07 October Retail Workshop	\$ 500.00				
Total Revenues	\$ 76,399.79	\$ 28,900.00	\$ 22,539.02	\$ 30,600.00	\$ 26,033.40
Expenses					
Christmas Promotion	\$ 13,736.81				
Golf Tournament	\$ 4,617.18	\$ 4,200.00	\$ 3,155.88	\$ 4,500.00	\$ 4,320.48
D&Dreamers	\$ 31,313.00				
Annapolis Retailer	\$ 2,212.70				
Robbie Burns	\$ 1,530.00				
Thistles and Fleur de Lys	\$ 2,597.62				
Advertising, Promotion, Marketing	\$ 180.00	\$ 11,000.00	\$ 13,225.28	\$ 15,000.00	\$ 11,309.64
NS Fundy Coast Website- development	\$ 4,243.21				
Website - maintenance	\$ 298.60				

Petty Cash Office Expense	\$ 650.00				
Bank Charges	\$ 246.71	\$ 100.00	\$ 150.10	\$ 50.00	\$ 38.69
Business Support Fund	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	\$ 825.00
Conferences, Meetings, Receptions	\$ 886.55	\$ 700.00	\$ 2,120.86	\$ 1,000.00	\$ 665.49
Contribution to VIC Operations	\$ 1,266.11	\$ -	\$ 2,975.74	\$ 3,500.00	\$ 1,849.90
Telephone	\$ 182.39				
Internet Services	\$ 123.91	\$ 175.00	\$ 167.77	\$ 250.00	\$ 151.00
Liability Insurance	\$ 600.00	\$ 625.00	\$ 600.00	\$ 550.00	\$ 525.00
Office Supplies	\$ 869.51	\$ 1,000.00	\$ 462.44	\$ 700.00	\$ 230.82
Photocopies	\$ 76.26	\$ 50.00	\$ 29.16	\$ 125.00	\$ 65.16
Membership Fees	\$ 582.30	\$ 650.00	\$ 499.73	\$ 600.00	\$ 255.30
Small Equipment, Repairs	\$ -	\$ -	\$ 550.00	\$ 200.00	\$ -
Wages, Commission, Mileage, CCRA	\$ 8,427.82	\$ 3,500.00	\$ 1,788.79	\$ 3,000.00	\$ 1,585.00
Miscellaneous	\$ 316.23	\$ 250.00	\$ 355.30	\$ -	\$ 44.03
Programme Fund	\$ 500.00	\$ 2,500.00	\$ -	\$ -	\$ -
Grants, Bursaries	\$ -	\$ 650.00	\$ 800.00	\$ -	\$ -
Christmas Promotion Expenses 2006	\$ 5,069.76				
October Retail Workshop	\$ 880.00				
HST DUE	\$ 2,400.00				
February Retail Event (Retailer profit covers this)					
Easter Promotion					
Total Expenses	\$ 83,806.67	\$ 25,900.00	\$ 27,381.05	\$ 29,975.00	\$ 21,865.51
Revenue Over Expenses	\$ (7,406.88)	\$ 3,000.00	\$ (4,842.03)	\$ 625.00	\$ 4,167.89

2007 Net Profits:	
Retailer	\$ 1,336.87
Thistles and Fleur de lys	\$ (97.62)

Golf Tournament	\$ 2,355.62
Robbie Burns	\$ 1.99
D&D	\$ 3,365.80
xmas promo	\$ 1,932.63
Bad Debts (Retailer unpaid as of Dec 31st 07)	\$ (763.80)
TOTAL	\$ 8,131.49

2008 Proposed Budget

	<u>2008 Proposed ADBoT Budget</u>		
<u>Revenues</u>			
Membership Dues			\$ 12,000.00
Annual Promotions Grant-Town of Annapolis Royal-			\$ 10,000.00
Annual Promotions- Ornament Sales			\$ 10,000.00
Annual Promotion Packages- Retailer Sponsorships			\$ 6,200.00
Other Annual Promotion Package Income- misc			\$ 155.00
Golf Tournament			\$ 8,000.00
Doers and Dreamers			\$ 35,000.00
Annapolis Retailer			\$ 17,500.00
CCGIP			\$ 1,000.00
Interest			\$ 500.00
Total Revenues			\$ 100,355.00
<u>Expenses</u>			

Annual Promotions(5?)			\$ 22,755.00
Golf Tournament			\$ 5,500.00
D&Dreamers			\$ 31,000.00
Annapolis Retailer			\$ 9,000.00
Advertising, Promotion, Marketing			\$ 300.00
Website - maintenance			\$ 300.00
Petty Cash/ Office Supplies Expense			\$ 1,000.00
Bank Charges			\$ 300.00
Business Support Fund			\$ 500.00
Conferences, Meetings, Receptions			\$ 600.00
Contribution to VIC Operations			\$ -
Telephone			\$ 100.00
Internet Services			\$ -
Liability Insurance			\$ 600.00
Photocopies			\$ 300.00
Membership Fees			\$ 600.00
PAYROLL ETC Expense			
Employee 1 17 hours per week avg	Wages, Commission, Mileage, CCRA, Vacation Pay	\$ 10,500.00	
	Christmas Coordination fees including CCRA	\$ 4,600.00	
	Annapolis Retailer Wage cost	\$ 3,000.00	
2nd employee 15 hours per week avg for 32 wks	Wages, Commission, Mileage, CCRA, Vacation Pay	\$ 5,000.00	
Total Payroll Expense			\$ 23,100.00
Miscellaneous			\$ 500.00
Programme Fund			\$ 500.00
Grants, Bursaries			\$ 500.00
NSFC Website Expenses			\$ 600.00
Total Expenses			\$ 98,055.00
Revenue Over Expenses			\$ 2,300.00

Shelving for VIC to be amortized over five years

\$2,000.00

3. Retail Committee Report (Rob Lawrie) March 27th, 2008

2007 October Retail/Business Workshop:

Approximately 20 participants gathered together for a workshop hosted by Bernard Smith of the Spring Garden Area of Halifax. The purpose of this workshop was to discuss and gather ideas for what can be done to help our area continue to see economic growth and also to increase Annapolis Royals marketability as a town and a destination.

Many important ideas were discussed such as:

- forming a committee composed of members of a number of committees to meet to coordinate activities and promote the town and retail businesses in the process
- packaging a series of events to attract people to the area throughout the year. Currently we are trying to organize 5 or 6 annual events to happen at various times of year
- the need to arrange and conduct staff training to increase their knowledge of the local attractions etc.
- the need for better signage for the area beginning with the 101 and following throughout the town to take advantage of those people passing through
- importance of moving the Annapolis Marina expansion project forward
- create a database of the local facilities available in the area and link it to local websites

07/08 Christmas Promotion:

The 2007 Christmas season kicked off with the tree lighting and a new concept of a walking Parade of Lights. Various contests and celebrations were held throughout the month of December which involved children and families as well as the community and businesses. Santa, late night shopping scavenger hunts, hot chocolate and cookies, horse drawn wagon rides and craft projects are some of the highlights of the holiday season.

For the 2008 Christmas season we are hoping to incorporate the various activities that were successful throughout last year as well as adding some new and exciting things. The biggest change will be the earlier start to the celebrations in November of this year instead of December. We are also hoping to introduce a new tradition with an annual ornament to help raise funds for the Xmas promo.

February Inventory Blow out Event:

The Inventory Blow Out and Beach party that was held at the Fire Hall on Feb 15th and 16th was organized as a way to help any of the local retailers that were interested to participate in an event that would (1) help reduce inventory that is taking up space and (2) bring in some extra cash in what can be a rough time of the year otherwise.

The fire Hall was decorated in a beach theme. 50/50 tickets were sold to help fund the event and punch and fresh fruit were offered as people came in the doors. 11 different businesses participated free of charge to them and there was a total gross sales of \$12,426.50 over the two days and the event brought in approximately 600 people over a two day period. Hopefully, this event will become an annual event.

Easter Promotion:

The Easter promotion is organized by Paula Buxton at Leo's Café. This is the second annual Easter celebration and one that we are hoping to have become an annual event for the town of Annapolis Royal. The BoT participated this year in lending support of printed materials and financial assistance was offered towards the event. This year's celebrations included: Easter Egg Hunts, Scrapbooking, Annapolis Skippers demonstrations, Wood crafts, Bike rodeo, Cookie Decorating, Kite making, Kids and Adult Easter crafts, Easter Book readings, Annapolis Royal's amazing race and a free Children's movie at Kings Theatre.

The Annapolis Retailer:

The Annapolis Retailer was started by Danny McClair and has evolved to a weekly 4-8 page flyer that is dedicated to promoting local businesses. Once a month we are now distributing the Retailer to 2500 homes via the weekly sales flyers as an opportunity to reach people with this paper that may not normally see it. Being an ADBot member has it's benefits as you pay a reduced rate to advertise in the flyer if you are a member. The paper is getting enough exposure that businesses from the Cornwallis/Digby areas are calling and trying to advertise in it also.

4. Membership Report (Chris Walls) March 27/2008

My main objective is to look after the renewal of membership, recruit new members and to welcome new business owners to town. After that I will help Tina out when ever necessary and where hours permit.

1. Since I've started work I've revamped, rewritten or redesigned all new correspondence as well as redesigned the certificates to show our logo as well as mine and Tina's signatures.
2. I have sent out all the renewal notices for membership and while getting those ready I created a file to make renewals next year, faster and easier with the hopes of going paperless and sending them by email. As new members join and others may leave this will be updated to reflect those changes.
3. Created a printable mailing list so that anything that has to go by snail mail can be done quicker and easier.
4. I've updated the members list with any changes that were not recorded last year.
5. I'm in the process of revamping the welcome packages and bringing them up to date. I've contacted several members about that as well as sent a note with the renewals. I've already started to collect things for them.
6. I've collected some renewal cheques .
7. I've created a recruitment list and I've already been in contact with some of the people on the list about becoming members. So far I've had positive feedback and I'm hoping to have a few new members by our next meeting.
8. Tina and I finally got the office organized and we're ready for all that 2008/2009 bring our way!

5. 2008 Members Running for (Re)Election- (TinaHalliday) March 27/08

The following members have offered to stand for re-election on the 2008 Executive Board for ADBoT:

- Rob Lawrie, Annapolis Home Hardware, Director
- Danny McClair, Hutchins Pharmasave, Director
- Kelly Gervais, Annapolis Home Building Centre, Director
- Carl Oldham, Annapolis Save Easy, Director
- Dave Robb, Annapolis Foodland, Director
- Angela Amero, Annapolis Royal Inn, Director
- Brian Cummings, Action Jax, Director
- Kevin Burnell, Winchester Cottages, Director
- Holly Sanford, Bainton's Tannery, Director
- Rob Walls, ScotiaBank, Director
- Beth Fairn, Royal Bank, (Second) Vice President

The following members would like to stand for election to become Directors with the Annapolis District Board of Trade for 2008/09:

Dieter Gilge, Dieter's Graphics AND Craig Fancy, Fancy's Jewellers

Respectfully submitted by the Nominations Committee;
Beth Fairn and Tina Halliday

