

Annapolis District Board of Trade

Membership Meeting – Tuesday, October 9, 2007

Minutes

Present: Beth Halliday, Rob Lawrie, Angela Amero, Danny McClair, Kelly Gervais, Beth Fairn, Gary Mailman, Rob Walls, Holly Sanford, Craig Fancy, Margo Bent, Jan Albright, Ruth Thorburne, Ron Boulding

Call To Order: 8:00 pm

Review of Agenda: Addition of "Red Hat Days" under New Business

Review/Approval of Minutes: Motion to approve minutes of July 3rd as distributed - seconded - approved.

Business Arising from the Minutes:

- Follow-up on CARP proposal – Beth reported that there was one response to the question of providing a letter of support for the project presented in overview by Lillian Stewart, and that given the short timeline for a response (three days) ADBoT had not been able to respond to this request

Committee Reports:

Retail:

- *Update on Business/Retail Workshop* - Scheduled for October 15th, Town has committed \$500 of financial support which is conditional upon the event happening. Additionally there is a possibility of CBDC support which has been coordinated through ADEDA.
 - **ACTION:** Tina to find out if Mr. Smith can do a brief recap after dinner on what has been discussed up to that point for anyone who wishes to attend in the evening and to find out if a condensed version of what is discussed going to come back to us after the workshop?
 - **ACTION:** Tina to contact Carolyn Sloan about Spectator coming to workshop
- *Report on Christmas Promotion '07 plans* - Bridgetown Midnight Madness is November 30th, so the three day focus weekend for Annapolis will be December 7,8, and 9. Theme is "Christmas through a child's eyes..."
 - Prices for Spectator ads were announced at \$1881 tax in for 3 weeks in a row, back page. Suggestion that we use the Retailer for our means of advertising for this year's Christmas promotion instead of the Spectator. **ACTION:** Tina to find out prices with which to compare the different forms of advertising. Chronicle Herald: co-op advertising?
 - **ACTION:** Get list compiled of the businesses who are willing to open late on the December 7th late night shopping and Christmas celebration. Will they all offer tax-free shopping on the 7th for those few hours?
 - First draft of schedule of events should be to the business community no later than end of next week. **ACTION:** Tina to re-distribute that schedule to the committee for responses on acceptance or changes
- *Red Hat days:* Margo Bent of the Clothes Basket will be running "Red Hat" specials for the first three Wednesdays in November, and invites various businesses in Town to offer small gifts or specials to the ladies dressed in Red and Purple on those days, particularly restaurants or café's who may be willing to provide group meals for the ladies. Anyone interested in participating should let Margo know by Friday the 12th. **ACTION:** Tina to have Andy send this information out to entire membership via website email capability.

Membership Committee: Tina - tabled to next meeting

Tourism Committee: Kevin – tabled to next meeting

New Business:

- **Annapolis Retailer:** This project is now being handled by Tina. She has created a new feature for the flyer – ½ page “Spotlight Business” of the week, and will be offering this to all new businesses. This special feature is also available for other businesses and activities at a preferred rate with each edition. Discussion of encouraging businesses to offer weekly specials to prevent the paper from being stale. Additional distribution sites are being sought. Plans are to continue publication on a weekly schedule until the end of the holiday season, and then move to every other week for the winter months.
- **Meeting schedule:** The monthly membership meeting has been changed from the first Tuesday to the second Tuesday due to conflicts with holiday weekends.
- **VIC:** Ruth Thorburne stated that NSPI would like to know who will be the Sponsoring Organization for the VIC next year. This topic has not been discussed by the ADBoT Board since July and will be on the agenda for the next meeting in November. Ruth inquired whether there was a signed document that the Town of Annapolis Royal would be doing so - no one was aware of any document or agreement from the Town to assume the management of the VIC. It was mentioned that the ARTC organization may be interested in doing it, despite the fact that discussions between Kevin Burnell and Paul Stackhouse this past spring did not yield any plan to go forward. **ACTION:** Beth Fairn to speak with Paul Stackhouse and/Linda Brown to inquire about this possibility.

Next meeting: November 13th, at 7pm ADBoT offices

Adjournment: 9:15 pm

Minutes Approved: _____

Date: _____