

Present: David, Thomas, Taylor, Dr. Parker, Doug Wilson, Wendell, Troy Harrison

1. Update on courses available to our members;

Carys Wood presented on potential training courses some time ago and there were 2 avenues available, 10 week x 4 hours per week which seemed like a large commitment for people or 2 or 3 four hour one even sessions to test the waters. Attempted one of these in October but we didn't know there was a minimum of 8 registrants (we had 6) so session at that time was cancelled. Carys wants to attempt this again. Potential sessions include marketing, benefits of incorporation and finally finance for small business. There are many members who may be interested in this and we are targeting march to see there is interest. Cost is 15 dollars per participant. Previous session was marketing.

Dr. Parker notes the importance of social media and David notes that this session focuses on that.

Marketing will be offered as we know there is demand for it, and this is the most likely selection to succeed.

2. Citizen of the Year Criteria and Dates;

Looking at mid May, and Criteria will be sent out in due course. Lori looking for someone to help her coordinate and seeking both nominations along with potential locations to host. We have previously held the event at fire hall.

3. Future guest speakers;

Dr. Parker notes needs of the town i.e. lack of a dentist. This could be an opportunity to bring in a panel discussion to the town, perhaps involving Dal dentistry to not only discuss our needs but make the graduating class aware that we exist. NS dental society could also be reached out to. Dr. Trerice previously practiced in Amherst and might be a good initial start. Currently working as associate with Dal.

Wendell suggests someone from Business Nova Scotia to outline what other communities are doing that we should be thinking about.

David suggests a new Business Start-Up session. Carys could be contacted in relation to what CBDC offers.

Dr. Parker suggests we should be promoting the town specifically as a retirement community to draw people in. Need a united front to get out the amenities of this town.

Doug brings up the town's branding and if the Board of Trade is participating actively with the town on how we are branded.

David Speaks of current and ongoing working group for town events and how town can build around event hubs i.e. Gem and mineral show. Ottawa House, Museum, Taylor with Town, Parrsboro Creative, Board of Trade through David, The Ship, Age of Sail involved.

4. Promotion Strategy;

Taylor believes promotional strategy is important, especially when trying to bring people into the board of trade. Dr. Parker notes the importance of showing on notices of events that they are supported by the BOT. Doug notes the ability to link our FB page to all mail outs, along with website. Dr. Parker notes the Hall also includes their mission statement on their correspondence. Missions statement can also encourage people to join so they understand what the membership will bring them.

Taylor notes the importance of a banner at different events to connect the event to the BOT. David notes we are having a graphic designer working on a logo which can be incorporated into a banner.

Dr. Parker notes the option to contest the design and allow both professions, amateurs and students partake.

Wendell follows Taylor's Banner idea and notes the importance of posting the banner and making people take note of it.

Dr. Parker will draft criteria for the Prizes for the Christmas Parade.

5. Future Directors and volunteers of the Parrisboro and District Board of Trade;

Taylor notes that we need to pinpoint and target volunteers and not generally try and entice them. It is very difficult to get help for events otherwise. Important to outline specific scope of the request.

Wendell notes the Canteen at the rink It has 2 committees and a select person makes calls for specific timeslots for people to handle the task. At the golf course, volunteerism is coordinated similarly.

Dr. Parker submits more information needs to be sent to the membership about what the role of director entails.

Taylor will bring the description of director to the next meeting in lay terms along with the BOT vision.

6. Collaboration with other Chambers in Cumberland County;

David had meeting last week between Amherst, Springhill, Pugwash and Parrisboro Chambers. Not looking to make one large Chamber at this time, but seeking to offer the same business to business discounts as are offered to Amherst or Pugwash Chambers. Cooperation going forward could help us promote our events in near by areas which we don't currently touch. Enhanced co-operation.

Dr. Parker moved for enhanced co-operation. Doug seconds. All in favor.

7. Partridge Island Project;

Taylor updates that ACOA may support the fix up of Partridge Island. BOT willing to sponsor in terms of funding. ACOA wants funding partners before we apply. Estimated cost 1560 for materials and 1440 for labor plus additional volunteer hours. Rebuild outhouse and bridge, railing at top of look off, paint and repair look off and picnic table. Replace 6 benches along trail, improve step and trail trimming. Timeline

is to get application in as soon as possible.

Taylor/Wendell - 350 financial commitment to partner. All in favor.

8. STEP update.

Second draft has been released for discussion. Please review and submit any suggestions to take to the committee.

MEETING WAS ADJOURNED AT 1:20 by motion of DOUG