

Parrsboro and district Board of Trade

General Meeting

2017-05-16

In attendance:

Members: Bruce Burbine of the *CBDC Cumberland County*
Rick Zielewicz proprietor of the *Sunshine Motel*
Tom MacLaren
Sheila Allan of *Archway Insurance*
Johannes Heisberger proprietor of *The Maple Inn*
Colin Curleigh
Sheri Bromer
Leisa Babineau of the *Fundy Geological Museum*
Dr. Mary-Irene Parker proprietor of *Garden Park Apartments* and *Dr M.I Parker*
Chiropractor
Carrie Goodwin of *Rafe's Construction LTD*
Doug Wilson proprietor of the *Amethyst Boutique*
Lori Lynch proprietor of *The Gillespie House*
David Beattie proprietor of *The Black Rock Bistro*
Cyril Yorke
Alexander Lich

Non-Members: None

Executive: Doug Wilson (President),
Dr. Mary-Irene Parker (Vice President)
Leisa Babineau (Treasurer)
Carrie Goodwin (Secretary)

The meeting took place at the Fundy Geological Museum's Multi Purpose Room in Parrsboro.

Meeting was called to order at 12:00pm

Welcome by President Doug Wilson

Approval of Agenda: *President Doug Wilson - Any additions to the agenda?*

David Beattie - Addition of Candidates Debate

Lori Lynch - Parrsboro Shore film festival

Additions were accepted; agenda was approved so moved by David Beattie and seconded by Alexander Lynch. All in favour, the motion was carried.

Minutes from Last Annual General Meeting: Approval of Minutes moved by Lori Lynch, seconded by Tom McLaren. All in favour, the motion was carried.

Financial Report: *Treasurer Leisa Babineau* – Circulated brief treasurer report, signing authorities set up at the CIBC Leisa and Carrie will sign. Access to bank account will be granted. Annual summary for CRA mailed in the afternoon. Memberships will be able to be paid within the next week or so. (Report is attached)

Motion to approve financial report moved by Dr. M. I. Parker, seconded by Johannes Heisberger. All in favour, the motion was carried.

President Doug Wilson – Before we move on the next meeting will be the second Tuesday in June, mentioned having exception for July and August due to the busy tourism season resuming in September.

Board of Trade Activities:

Community Events: *Vice President Dr. M. I. Parker* – Looked at the municipality of Cumberland's web site daily events. It appears that a lot of information is missing, it covers local events like bingo etc, and there are things that local businesses and attractions could be taking advantage of. See if we can speak with the municipality to upgrade our contribution as it is a freebie. Activities for local businesses should be included. Looked at the Parrsboro business directory and it is out of date and respectfully request that when you submit your information to the board of trade make sure that it is accurate so Carrie can submit this to the powers that be that new information. Maybe we can ask them to revamp the categories because some things are not applicable anymore; we are hoping that we can change things on our end to get things up to date.

President Doug Wilson – Believes that the town website is in a state of flux with the county. Our access to this is going to be nonexistent by the end of the year. They are in the process of reconstructing the web site. We need more information on their plans soon. As far as our website goes for the P.B.O.T. Alexander is managing this for us. One of the groups I am involved with the Joint Chambers Group for Cumberland County, Pugwash new web portal system we would like to present this to the P.B.O.T. soon. It has a modular set up for creating an interactive website with different content. This is different than Alexander who is putting in content manually at the moment; it is a more user friendly platform. I have yet to see the presentation on this but we are trying to move ahead and get this organized.

Treasurer Leisa Babineau – Important time right now in the community so we need to make sure there is movement on this soon.

Vice President Dr. M. I. Parker – Gotten together via email with Lori Lynch and as we converse more we can plan activities further. Lori, can you speak on this further?

Lori Lynch – The date that will sneak up on us first is Old Fashioned Saturday Night which is on July 1 this year. Traditionally gone with the first Saturday night in July so we have stuck with that, we will have fireworks, fireman's field day and the street party, tea at the Ottawa house. Dr. Parker and myself and Jackie will work on this in the coming weeks. The next thing we do is the Prospector Street Party which is on the 16th of August.

President Doug Wilson – any more comments on community events?

Sheri Bromer - Doug has passed on your information regarding a light house tour to Taylor Redmond. Perhaps the Age of Sail could run with this. A self guided tour from light house to light house. Many publicly accessible light houses in this area.

Map Update: *President Doug Wilson* – Met with Darren our cartographer and we cleaned up the map a bit. Right now he is finishing up the editing by the end of the week I should have a proof ready to check over. Assuming all is good this should be print ready by then. The size is 8.5"x14", Main Street the title will be Parrsboro shore tourism map with the anchor being prominent. This includes the logos of the board of trade and the municipality. (Map passed around the room)

Filling the back panel with the shore map, points of interest will be included ie: five islands provincial park.

David Beattie – The Parrsboro shore as we know it with the step program extends from Economy to Advocate is this a real reflection of the Parrsboro shore? Five islands area being excluded.

Colin Curleigh – The Ottawa House defines the Parrsboro shore from Five Islands to Apple River.

President Doug Wilson- What are the exact boundaries?

David Beattie – These are not hard boundaries, they are according to the STEP program, from Advocate to Apple River.

President Doug Wilson- Now we have decided to expand the map to cover the full back page so this can accommodate the Parrsboro shore area. Businesses are not included on this because we are a tourism map only businesses which pertain to tourism have been included. These compromises make this more readable and more usable. This will be set up on an ftp site because of the file size it is unable to be sent via email. This can be folded into four as well so it can be sent to the VIC's and will fit well in a rack card holder.

Bruce Burbine - Have you considered doing an insert for Advocate or Five Islands?

President Doug Wilson- Five Islands and Advocate can be included but this will take reworking the back page so it will take a little longer. Jurisdictional issues make including the Five Islands area difficult where it is part of Colchester County. 10,000 copies will be printed to start.

Sheri Bromer – When you drive into the town it is not apparent that we have beaches and coast line. Perhaps we could emphasize our beach access. Our complex intersection makes it difficult for travellers to see that we do have beaches.

President Doug Wilson – We will address this with Taylor. Are there any other issues?

Vice President Dr. M. I. Parker – The large area of swamp is well represented while the beach is not nearly as prevalent.

Secretary Carrie Goodwin – Perhaps the dirt roads could be represented by a different colour so the road to West Bay does not get mixed up with Route 209.

Sheri Bromer –The 209 could be better defined by using a different colour.

President Doug Wilson: These things are fairly simple to do for Darren although this will delay the final proof by a week or two. Darren has done a great deal of work on this on his own. He has done it because of his love of Parrsboro, he is not expecting anything. Maybe we could thank him with a little gift. We could select something nice from the gift shop here (FGM) and present it to him at the meeting in June.

Sheri Bromer – Some of these roads represented are not public access in fact they are private roads or driveways. Is there a way to differentiate?

President Doug Wilson - We will put a disclaimer into the map.

All candidates Debate - President Doug Wilson- I have gotten some work done on this so at this point I have suggested to the three candidates Larry Duchene, Kenny John Jackson and Jamie Baillie that May 26 7:30 – 9:30at the hall is the tentative date for debate.

Hand out of Questions (attached at the end of the minutes)

The candidates have three questions, 3 minutes each with a one minute rebuttal per question with a two minute summary at the end. This will take at least an hour to do, with an informal meet and greet with refreshments at the end.

Larry is on for Friday night, Allison Lamb is checking into Jamie Baillie's Schedule because he has a conflict in his schedule, Kenny John Jackson will be calling me back this afternoon (I suspect that he will be attending). If Jamie is unable to make it do we continue with the debate any way?

Vice President Dr. M. I. Parker – I think that if there are only two candidates involved you need to change the title from debate to presentation, allow them the opportunity to give a 10 minute speech then go to a q & a.

President Doug Wilson – We would hope that all candidates would attend. They get the questions before hand and these questions all pertain to Parrsboro.

Questions Read by Vice President Dr. M. I. Parker

President Doug Wilson- Are there any questions about the all candidates debate?

Lori Lynch – Is there an Atlantica Alliance Party?

President Doug Wilson - I checked into the Green Party but they have no one running in South Cumberland, but I will check.

Vice President Dr. M. I. Parker - You didn't indicate here in your format but will you be having a draw for who will come first.

President Doug Wilson – Yes we will draw 1, 2, 3.

New Business:

Reminder to renew membership: *Doug Wilson* - Renewal reminders will be going out to businesses in the next week. We cannot do this until signing authorities are in place.

Micheline Developemnt fund: *President Doug Wilson* - We are waiting to hear from Carys; Bruce had no new information to add. We don't know what the status is yet. With a little luck they will approve it.

David Beattie – Will there be a membership fee stay the same this year?

President Doug Wilson – Do you think this fee is appropriate?

David Beattie – To be honest with you I haven't thought about it for over a year.

President Doug Wilson – We will review this at the next executive meeting.

Parrsboro Film Festival: *Lori Lynch* – This year is the 7th annual film festival the 27-29 of October. We chose those dates because the tourism season slows down. Our intent was not to create a small group of people our intent was to involve the whole community and perhaps one day becomes a Cannes film festival or something. Maybe this year we can work together to create a festival feel down town. Two and a half days of excellent film at the hall and people who come to town to eat, shop, stay overnight we have to all get together and embrace the concept of it. Our goal this year is to actually increase sale of passes by 25. We have created a pre-brochure, all summer long we will be handing these out so visitors will be aware. Our website is listed and I have copies for everyone to take with them. This could be our October festival.

Sheri Bromer – Often they bring in people associated with the films so they bring people to Parrsboro with their family. We get an influx of creative people to our creative community who could potentially become repeat visitors.

Colin Curleigh - How does this fit in with the 10 days in October?

Lori Lynch –It doesn't really because this is after happening on October 6-16th. Perhaps it is a great way to promote the film festival. I will hand these out to you to distribute to Amherst, Oxford, Springhill and Moncton that would be great.

President Doug Wilson – As far as promoting it around town with the look and feel of a film festival perhaps we could talk to Taylor.

Lori Lynch – We will talk to her. Every year we add a bit more like last year we added the same thing that the Ship has, that says concert tonight with films features and documentaries. For this year's effort we have a great website. Maybe this year we

should make little banners like Parrsboro creative perhaps we could get local businesses to put them up. We have 96 soft seats in the venue and we are nowhere near selling out the film festival tonnes of room to grow it.

The theme is that the films have some connection to Atlantic Canada which has become difficult to do since the removal of the film tax credit. So we have expanded a little bit to include Canadian connections but mostly we try for Atlantic Canadian connections. We show short films, documentaries, and features.

Sheri Bromer - Sometimes the connection is someone that is from Nova Scotia that now is a producer in L.A. We had a great Skype with Ben Proudfoot last year. Connection can be thin but it is there.

President Doug Wilson – Members Forum, we open up the floor to any members and they express anything they need to express and then we adjourn.

David Beattie - This is more of a Parrsboro creative event, The Plein Air Festival will be 37 artists in Parrsboro on the 16-17-18 painting outdoors. The way it works is that they have two canvasses and they are date stamped they turn one in the first day and then the other in the second day and the work goes on sale. It will be a great opportunity to see artists out in the community and the exact locations are the artists choice. There is a gala on sat 17th, \$100 per ticket; a bit expensive but if you do decide to buy a piece of art that money goes towards the painting of your choice.

Lori Lynch - The gala is your first dibs on a piece of art. On Sunday there is an open art sale.

President Doug Wilson – How can we support this?

Lori Lynch – Maybe on the website

President Doug Wilson – perhaps on facebook or that sort of thing.

David Beattie – I'll speak to Robert on that to see what ideas he has for promoting it locally. We have been doing a lot of work in finding the artists to come to this event and we are starting to We are looking to get gala invitation out. Certainly attending the gala would be a great support.

Lori Lynch – Even just to other P.B.O.T. members so they have an awareness of so that they know what is going on. Nothing would be worse than putting on a great festival and an artist going into a shop and the person in the shop saying “They don't know

what is going on, there seem to be a lot of people in town and I don't know why they are here"

David Beattie – This is going on worldwide, I believe that it is the first of its kind in Canada or Atlantic Canada at least. When we put out the call 57 artists applied and it was a juried competition. People from Ontario, Quebec, the Maritimes, New England and the Central U.S., people follow these works shops. That's why it is called the Parrsboro Plein Air Festival.

Parrsboro creative will be keeping track of where people are so we will be able to send people to see them.

Lori Lynch – The Festival of Free Flight is this weekend from Friday through Monday.

President Doug Wilson – Anyone have anything else to add?

Lori Lynch - not to that but a reminder that may 27 is that trade show at the legion, this is meant to show case all of the tourism businesses in the area. People reserve tables and they have a bit of a FAM tour with the VIC at the border.

Colin Curleigh - every year for the past 25 years the lieutenant governor has recognized 3 communities in Nova Scotia, it is called "the community spirit award". Last year Taylor did a great job of developing a sufficient entry. Parrsboro was not recognized. Maybe we can encourage Taylor again to ask her what she has done

President Doug Wilson – would you send me an email with that information in it?

Colin Curleigh - Yes, her submission would be a good document to have to promote the Parrsboro.

Lori Lynch - maybe we should re submit.. It's good to just put it out there.

President Doug Wilson – Did anyone hear back from Taylor about how she did at Saltscapes

Treasurer Leisa Babineau - I heard it went very well. I haven't heard back on the official numbers yet but Pat says Friday seemed a bit lighter than last year. I don't know what Taylors take was on it.

President Doug Wilson – Anyone have anything to add?

Adjournment: *President Doug Wilson* – Thanks members and non members for attending the meeting. Movement to adjourn 1:23pm by *Sheri Bromer*