

Parrsboro and district Board of Trade

General Meeting

2017-04-18

In attendance:

Members: Nadine Findlay of the *Parrsboro Farmers Market*
Bruce Burbine of the *CBDC Cumberland County*
Rick Zielewicz proprietor of the *Sunshine Motel*
Tom MacLaren
Ellen MacDonald of *Archway Insurance*
Sheila Allan of *Archway Insurance*
Johannes Heisberger proprietor of *The Maple Inn*
Jacqueline Wilson proprietor of the *Amethyst Boutique*
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*
Robert Moore of *Parrsboro Creative*

Non-Members: Steve Johnson

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

Guests: Robert Moore of *Parrsboro Creative*

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

Meeting was called to order at 12:10pm

Welcome by President Doug Wilson

Approval of Agenda: Moved by Nadine Findlay and seconded by Jacqueline Wilson. All in favour, the motion was carried.

Minutes from Last Annual General Meeting: Moved by Leisa Babineau, seconded by Bruce Burbine. All in favour, the motion was carried.

Financial Report: *Treasurer Leisa Babineau* requested a motion to have signing authority for two of its executive members so they can sign documents including cheques on behalf of the Parrsboro Board of Trade. Motion moved by Tom MacLaren and seconded by Bruce Burbine, all in favour, the motion was carried.

Board of Trade Activities:

Community Events: *Vice President Dr. M. I. Parker* offered to take on the community events which the board of trade usually runs. Group has not met yet so no report was given.

FORCE Update: *President Doug Wilson* - Community Meeting was held on March 27, 2017, this was to update the public on what is happening with the Black Rock's Turbine and its proposed repairs. Currently the turbine is being sent to Saint John NB, the extent of these repairs remain unknown. Materials from this meeting were offered for viewing. New technology, the FAST Platform has been deployed for Environmental monitoring on the bottom of the passage as they are still in the research stage.

Supply chain for local businesses: spending money on food, lodging etc. We need to be sure that local businesses benefit from what they are spending. Doug has asked FORCE for more information about their supply chain requirements so the area can be prepared to meet their needs for goods and services. Michelle Scott has offered some info regarding their general requirements but we are waiting on more specific information.

Map Update: *President Doug Wilson* - The Board of Trade has appointed a small committee (Doug, Carrie, Taylor, Dr.M.I. Parker and Leisa) to revamp the current Parrsboro Map. A cartographer has been gracious enough to create this map for free, helping to redesign, creating a print-ready product. The county is going to fund the printing, while the distribution will be left to the Board of Trade.

This map has a conventional look and feel; with the town on one side and the Parrsboro shore on the other side. The front panel has been reserved for logos and basic information about the area. This comes in a tear-off sheet (8.5"x 14"), also 1000 quad-fold maps will be distributed to local VIC so they can be displayed in a standard rack-card holder.

Questions about content including: what do you include/exclude? Many businesses on the previous maps no longer exist and some need to be added. Map is basically

done, but information namely businesses and recreational areas still need to be added.

President Doug Wilson posed the question “Do we go with members of the P.D.B.O.T. or local businesses that show interest in this map?”

Director Nadine Findlay mentioned that during the Step Program their main initiative was to present the whole Parrsboro Shore as one regional destination.

Johannes Heisberger said it should be free for PBOT members; non-members should pay a small fee to be included.

Tom MacLaren, where are things in relation to main street is very important ie: golf course, beaches etc.?

Vice President Dr.M.I. Parker - is there a consensus that members take priority on this map? That is what we hope to glean from you as members. What do you want to see distributed?

President Doug Wilson reminded the attendees that we have a broader community so we don't want to exclude anybody who is not a member. If you have views on this or if something comes up that you want to speak about get in touch with us via email. This map should be rack ready by the long weekend in May if we are a week late it is not the end of the world. Two to three weeks to print so this needs finalized soon.

New Business:

Reminder to renew membership: *Doug Wilson* - Renewal reminders will be going out to businesses in the next week. Currently *Leisa* cannot issue receipts during this meeting because the executive has not been given signing authority.

Michelin Development Fund Overview: *Doug Wilson* - New Funding available for new or existing businesses in Cumberland County offered by the Michelin Development Fund which is a subsidiary of Michelin Tires. Carys Wood from CBDC will speak on this at a later date.

This fund aims to create jobs in economically depressed areas which have seen recent industry closures. They have worked in Pictou, Guysborough and Colchester Counties creating employment by funding small business initiatives. The Michelin Development fund has an extra 100 or 120 jobs that they want to create so they have expanded to Cumberland, Richmond and Victoria counties in Cape Breton very recently. This equates to over \$1.2-\$1.5 million dollars in funds available, there is no

minimum amount of funding and the maximum amount is \$300,000. These loans are currently being offered through a partnership with Michelin, the CBDC and Credit Unions at a rate of prime plus 2. Good for a start up situation. They are very accommodating ... there are no categories of businesses they won't fund i.e.: hair salon, restaurants, garages etc.

Bruce Burbine of the CBDC - There's two categories we won't touch including political or Sects (religion). CBDC has partnered with credit union to support ns economy. Bruce is still looking into information regarding the Michelin Fund

President Doug Wilson - Generally speaking they (owner/operators) have to meet business criteria and it makes it easier to get approval because the risks are spread out over three partners. This is not a forgivable loan. It is a great opportunity for existing businesses or start ups that would have trouble finding funding from the traditional channels of financing. They are accommodating when it comes to helping businesses to put a plan together and criteria of being approved

Main Street Improvement Group: Speaker *Robert Moore* - Local business people are looking for a way to improve the esthetics of Main Street. Overview: Parrsboro hot right now and will be for the next few years... believing that and knowing what is possible is at the root of this action committee for Main Street.

There are some amazing changes happening in the next couple of years; for example Plein Air festival in June is bringing in 37 artists and estimated 100-150 visitors are coming to witness the event. People are painting in open air from Advocate to Bass River. These groups are all over Canada, and the USA, 1000's of artists and a namesake magazine with a nationwide profile enhancing system and where ever it goes so does Parrsboro and Cumberland county.

10 days in October is coming up. Our area is looking into the kind of art installation which has a wow factor that could change the economy and tourism for many years.

These last comments were mentioned because Main Street itself needs to look great. People fall in love with the Main Street; imagine if it wasn't shabby. If you want to go world class we need to beautify and transform. These ideas are not being imposed, we suggest colours to people mostly in paint form it is meant to be inclusive and relaxed. We are calling this an "Action Committee", so far we have been looking at bylaws, having consultations with business owners. Amber Lee and Debbie Yorke want their buildings painted soon. Start small and stretching down Main Street, basically a painting-bee. We are helping to find paint for cheap. Start by figuring out how much paint is required.

We are providing person power and have a loan of scaffolding from a local business. They are trying to raise money to keep the burden off of the business owners. Painting Main Street and Beyond! Starting asap, one building at a time.

President Doug Wilson: How will you choose your recipients?

Robert Moore: we are just conversationally asking as people show interest. We also have a letter drafted that we are taking around to local businesses.

Adjournment: *President Doug Wilson* - Propose continuing on with the meeting schedule second Tuesday of each month at noon. Any further business?

Sheri Bromer: Could the compass at the median point north?

Doug, we will speak to Taylor about this

Thanks members and non members for attending the meeting. Movement to adjourn by *Bruce Burbine*