



Parrsboro and District Board of Trade

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Notes from Strategic Planning Meeting
Parrsboro Fire Hall
February 12, 2015

Following a brief General Meeting there was a discussion about strategic goals and objectives with the following initiatives being raised by members. These initiatives have been categorized under headings Economic Development, Community Development and Branding. The names of members who volunteered to work on an item are noted.

- 1 Economic Development Initiatives – Doug Wilson & Natasha MacLellan
 - 1.1 Increased Tourism and Extended Season
 - 1.1.1 identify our target markets
 - 1.1.2 relocate Tourist Information Centre to more visible entry location
 - 1.1.3 install digital signboard to promote local events
 - 1.1.4 work with Town to enhance signage
 - 1.1.5 develop sample itineraries such as 3 day and 5 day stay in Parrsboro
 - 1.2 Nursing Home – Tom MacLaren, Thomas MacLaren, David Beattie
 - 1.2.1 investigate various development models for long term care facilities
 - 1.2.2 engage Province to evaluate need/benefit
 - 1.3 Tidal Power Readiness – David Beattie, Norm Rafuse, Art Sargent & Wendell Gallagher
 - 1.3.1 continue meetings with Town, County, Province, Federal Gov for infrastructure
 - 1.3.2 identify support service needs
 - 1.3.3 communicate with public
 - 1.4 Infrastructure
 - 1.4.1 pressure Town to proceed with waste water treatment plant and expand existing sewage collection system to eliminate direct flow to bay/harbour.
 - 1.4.2 Market Town for retirement living
- 2 Business Community Development
 - 2.1 Business Improvement Loans/Grants
 - 2.1.1 search for funding to assist local businesses do storefront improvements
 - 2.1.2 prepare a new business readiness package – (where to go for what)
 - 2.1.3 host business education workshops

2.2 Business Education

- 2.2.1 provide mentoring for young and new entrepreneurs
- 2.2.2 mentor new businesses
- 2.2.3 work with the school to assist entrepreneur educational
- 2.2.4 provide start-up grants for students to start a summer businesses

3 Branding/ Awareness

- 3.1 new Board of Trade logo
- 3.2 upgrade website
- 3.3 increase use of recently launched Facebook page
- 3.4 recruitment and retention of members