

BACC Friday April 8, 2022 8:30am

Town of Bridgewater Council Chambers

Attending: Dan, Jim, Blair, Cheryl, Leitha, Shawn, Rae, Lee, Debra. Guests: Patrick Hirtle, Beth MacDonald.

Patrick Hirtle: Canada Day is a go! The event will take place in two parts. South Shore Multicultural Association will be hosting behind the Desbrisay Museum through the day. 4pm till Fireworks will take place on King Street with Food Trucks and Entertainment. Open Invitation to participate in the Bridgewater Canada Day Celebrations. Getting involved with the daytime or evening activities. There is a virtual meeting taking place on Wednesday April 13. The time commitment is monthly until mid May and then biweekly. Really looking at a calendar of events taking place in the week leading up to the event. A lot of community involvement.

Correspondence: Nurse's Week. Saltwire doing a page to honor health care workers, promotional opportunity. April 18th is the deadline. Costs range from \$1500 -419. The feeling is that this is a lot of money – we would be comfortable spending less but there is no lower option.

ACOA Funding – Rediscover Main Street – being sent to many organizations (not for profit) – come up with a plan to focus on the development of a core event or infrastructure in the area. We don't have a project that would qualify for funding, also we have many things on the go now, we don't have the capacity for an additional project.

Minutes: Approved. Want them faster!

Beth MacPherson from Big Brothers Big Sisters South Shore: Have a deep need for an additional number of adult volunteers, adult board members. There is a huge need right now. We will send the request and presentation to our membership, we can also put some things in our newsletter, perhaps a scrolling banner on the website? We can definitely do some in kind contributions. Beth is going to leave some application forms. AGM on May 19th at 4pm at Bridgewater Police Conference Room. Must register in advance, there is a virtual component as well. Visit www.southshorebigbrothersbigsisters.ca Anyone can visit that site and suggest potential participants. Let's invite Beth to speak at our AGM! 821 King Street Unit 7.

Education: Not much to report. Current courses are going well, some are not going ahead. They are hit and miss. We should perhaps look at the content a bit more closely? An example is the cloud computing – we thought it would be hit but it didn't go forward. A chamber member gave the feedback that it was pretty general content. Lunch and Learn is booked up until November.

Government Involvement: Nothing to add – but the May 5th event to tie in.

CME: July 1st. We should be involved! Debra and Dan are planning to attend. Try to get the business community more involved? The response from the business community has been lukewarm for a while... maybe this is an opportunity to try and reengage? There is opportunity – sidewalk sales? Something? But we do know that there is a move towards a "Business Improvement District" so perhaps that will energize the business group. We should do some promotion and engagement with the King Street Merchants. We do need to be aware of labour regulations regarding opening on a holiday. Is it limited to King Street merchants or could we open it to other area businesses as well?

Nominations: We need to approach membership, Shawn and Dan are going to get this out quickly to people advertising 4 open positions. A call to Arms! Committee Members! Two people have put their name forward indicating an interest in position of President and Vice President. Rae has spoken to Michelin and given a deadline of June 17th.

Financial: As Submitted. There are liabilities – around the Education piece with LAE – but that’s straight forward. The Investments are all in place. Outstanding Dues – 9 are outstanding. Dan are chasing these people since last year. Eg. ScotiaBank. Do we double down and send another invoice? Do we cut them loose? Agreed that we do – we need to think of our paying members. Send a final notice with a cut off date and then we move on. Next invoices – there should be a cut off date.

Executive Governance: No update

Executive Director: As submitted.

TOB: Council is focused on the budget. Monday evening they vote on the 22/23 budget. Live Streamed at 7pm. Major infrastructure has been the focus. High Street and Victoria Road will be done this summer. Empire will happen next summer, this year will be the design portion. “Talk Bridgewater” happened this week at the mall and LCLC– was pretty quiet. Summer Employment – job fair at the LCLC this past week. Town will be hiring summer students – postings coming soon. Queen Street apartment buildings got the final move to go ahead. Lots of development. Two 9 unit apartment buildings. Could the Town highlight some of the development during the Canada Day event? Could MODL do that as well? Michelin Exit – still developing pricing, zoning etc.

MODL: Capital budget deliberations – the big ticket items are waste water treatment plants and recreation trails, housing – some new developments going forward in Osprey Village that will see a significant number of apartment units and townhouse units including affordable housing, recreation programming gearing up for the summer, tax exemptions – increased and expanded so that we’re getting more people, new electric vehicles, operating budget is coming up next, budget will be passed in early May.

Ongoing Business: NSCC Student – sharing information back and forth, would be great for him to come to our May Meeting to give us an overview. That program ends on April 20th, then 5 week placement April 25 – May 27th. That might prevent his attendance but unlikely.

Survey Results: we’ve had an additional 7 responses, so now 20 responses. The deadline is April 30th, then the chart will be adjusted for May 5th. Will do a few more promotional pushes.

May 5th Event – Northwood is confirmed for May 5th 6:30-9pm. Petite Riviere Wine, King Street Brewery for beer and ciders, 27 South for catering (we decided on appetizers) – we will opt for the Butler service. Flowers by Meguma Meadows – provide one drink ticket per person (beer or cider, and we can provide non alcoholic drinks as well, Jayme is on this). So we need to find out what the drink costs are. Room limit is 75, we can say 60... but maybe 50. We also need to account for the number of people working event. 50 is probably a good number. We need to determine a floor plan. Invitation will be going out soon. Outdoor Sandwich board to highlight the event.

So the presentation: What do we need, how scripted? We plan to allow about 25 minutes. Northwood gets a few minutes to speak. Followed by overview of the survey results (we will project on the wall, we

also have a screen if needed). Discuss the importance of the Chamber and what we do to help businesses. Then invite the MLAs to speak and say a few hours. The NSFMC conference is at the same time so there may be a conflict. Create a JAMBOARD – a space with sticky notes/white boards/ markers for people to write and share ideas. Also want to push business community involvement to try and get people involved and engaged, promote the AGM! And maybe reach out around Canada Day. Also door prizes! Great ones!!

We need some volunteers. We need a few people to attend – front door, drink tickets, dropping business cards – Debra will do this. Blair plans to be there and will volunteer as well. Rae is going to send out a list of volunteers, tasks, etc. Invitations are going out soon.

Newsletter: back burner but it will go out soon. .

Student Board Members: Dan and Jim met with the four students. Four remarkable young people. Two month stints – we will also assign them to a committee for a year. These are really smart, engaged people, we are going to learn from them! We need to step it up! They have been invited to the May meeting for the introduction to the Board, they will attend the AGM. They can be board ambassadors to talk to younger students! Create a video! Etc. If we get a lot of applicants we will go for one from each high school.

Bursaries: not student led. It's done by staff. Should the bursary be tied to the Student Board Member in future years?

New Business: AGM Plans. June 17th. Big Brothers Big Sisters. Looking to ask Minister of Economic Development to speak as Keynote Speaker. Tables around the room for members – should we give tables for business support programs? Services that could support small businesses? We can reach out to different groups – ISANS, Nova Scotia Works, etc.

SEND RAE NAME TAG INFO – what do you want included? Try to standardize? We should wait till after the AGM to get the official name tags... but we can have stick on name tags for everyone at the May 5th event.

Also -NSCC wants to be more open and accessible to community post covid. So it could be a new meeting location! May 13th will be at MODL, June will be at NSCC. We can use the “cool” room as per Blair. R2D2 room.

Meeting Adjourned at approx. 10:15.

Submitted with errors and omissions by Leitha Haysom. (I got a parking ticket.)