

**Digby and Area Board of Trade
Minutes of General Meeting
Wednesday February 27 2019
Fundy Complex, Digby**

Members Present: Karen Enright, Kevin Ellis, Beth Earle, Rose Allan, Charles Cranton, Brendan Enright, Ed Chisholm, Rick Foote, Greg Turner, Terry Thibodeau, Brian Joudrey and Linda Weir

New Members: Atlantic Online - Digital Marketing Podcast -Shelley Bellefontaine

Guest: Firefight Web Services - Joel Deveau
Relay for Life - Kathryn Sivret and Terry Corcoran

Regrets: Wendy Vissers, Linda Graham, Julie MacLean, & David Cvet

Call to Order: Meeting opened at 12:07 pm, with Karen Enright in the chair. Introductions around the table.

Approval of the Agenda – Chair called for additions to the agenda. Public Hearing on Electoral Boundaries, Downtown Business Association, Relay for Life were added to the agenda. Hearing no further additions, chair called for adoption of agenda as amended

Edwin Chisholm moved to adopt the agenda for February 27 2019 . Seconded by Rick Foote.

Approval of Minutes –January 10 2019 .. Chair called for errors or omissions. Hearing none, Chair called for adoption of the minutes as circulated.

Kevin Ellis moved to adopt the minutes of January 10 2019. Seconded by Charles Cranton. All in favour. Motion carried.

Business Arising From the Minutes:

- March newsletter will feature new member Atlantic Online - Shelley Bellefontaine.
- Workplace Education Courses - Excel, HR and Social Media are being offered if there are enough participants. Anyone interested please contact Karen. Minimum of 8-10 needed to provide a course.
- Funding for board project - board did not apply for funding from municipality or town. Could not identify a project at this time.

Guest Speaker -

Angelique LeBlanc of Western Regional Enterprise Network - Propelling Forward Success presentation. Angelique outlined what WREN is about and the part they play in economic development in this area from Digby to Barrington. They have launched some initiatives Talent -finding work force service delivery. Three programs with businesses in the area - Business Now a professional visitation program supporting efforts to encourage the retention and growth of existing businesses; contact Matt Trask. . WREN stays on top of programs and who is doing what and when etc. They have long term relationships with businesses and there are opportunities to refer out to partners such as ACOA. Tackling of labour Shortages.in the area. Looking at locally available workforce and bringing in new people. Looking at efficiencies and flow of business for continuous improvement, automation to save time and money and employers are tapping into available resources. Immigration is part of this. Provincial Immigration program needs more support and more immigration officers to work with employers, and the immigrant process. Atlantic Immigration Pilot project had some success. Another program is the Connector Program puts local talent directly in touch with business/employers. Meets with people looking for work and matches up with community leaders or businesses. Suggests who should meet and set up a network. Brenda LaGrandeur is the contact for this program. Their programs are all about innovation and not duplication. They have a small team, but reach out to anyone at WREN. Two people are located in Digby - Erika Rolston at Town Hall, Evan Nemeth - Municipality of Digby. Questions taken from the floor. Angelique thanked for her interesting presentation and was asked to send link so it could be included in next newsletter.

New Business

- Speaker for March - Gordon Wilson, MLA
- Relay for life - presentation by Kathy Sivret and Terry Cocoran. Kathryn outlined the reasons for the Relay for Life and the money raised. Talked about the goal of the event on June 15th 6pm- midnight. Money raised for the Lodge That Gives for cancer patients. Team does not have to be only your business, but can be business plus family and friends. Hoping members of the Board will participate.
- Hiring - Part-time position. The Executive are all volunteers and find it hard to find time to complete all of the jobs/work that is required to help make the board a success. Would like to hire a part-time person who can identify / scour the internet for government funding that is available for projects, help with emails, identify possible local projects such as spring into summer show, take on the business awards and events, special speakers, education courses - all for the benefit of members. Looking for input or suggestions from members for ideas and projects. . \$15/hour for no more than 3-5 hours per week. Looking at tops \$1500 for 4 months. Would start with contract of 4 months and then review the position. Students are welcome.

Rick Foote moved to start project and to hire a part-time person for this position. Seconded by Brendan Enright. All in favour. Motioned carried. Send ideas and projects. Rick will pass on contacts etc from past Spring Into Summer shows

- Promotional video for Digby - Yarmouth has a new short promotional video which has snapshots of businesses and what you can do in town of Yarmouth. Executive are looking into the costs of doing something similar for Digby. The current video on website needs updating and would like to feature all members' businesses. Digby and area has a lot to offer. Greg Turner suggested the Board partner with someone as costs are high - \$45,000 for 1 minute finished video. Perhaps board could approach town or other partners.

Correspondence

- Consultation on Proposed EPR for PPP Legislation from NS Federation of Municipalities March 5 & 6th teleconference.
- Downtown Business Association email- looking to expand group to include Conway area. Meeting on Feb 26th. Not a conflict with Board, but compliment to Board as they will focus on such things as tree lighting, concert series, doing different events and concentrate on the downtown area projects such as a façade program Name is a conflict, but will change from the DBA. Happy to work with them.

Announcements

- Public Hearing was held at ABCC on January 18 to discuss the change to NS Electoral boundaries. Bear River on the East to Sissiboo on the West. Moved to just past St Bernard and just past Annapolis Royal due to lowering of population in the area. Mayor and several objectors from Annapolis Royal vehemently declared they did not want to be included with Digby, but want to be included with the Valley. Those who spoke at the meeting were recorded and information will be published and available as part of the hearing report. It was very disappointing to hear such negativity towards Digby from some members of the Annapolis Royal community.
- Reminder - 2019 membership is now due. Membership runs January to December each year. Forms online or available at meeting. .
- Rick Foote noted that Annapolis Royal is hosting a March into Spring event this weekend 10-4 on Saturday.

Adjournment – Adjourned at 1:40 pm Beth Earle

Next Meeting – March 21 - evening meeting at Fundy.