

**MINUTES**  
**Board of Directors' Meeting**  
**Kentville Council Chambers**  
**February 14, 2007**

---

**Present:** Hal Baird, Ted Meldrum, Niv Harrison, Corey Keeney, Steve Raftery, Mark Phillips, Jane Manning, Anna Allen

**Regrets:** Louise Watson, John Prall, Mike Trinacty, Erin Beaudin, Bob Caissie, Andy Maclean

1. **Call to order:** The meeting was called to order at 3:06pm
2. **Approval of agenda:** Approved with no changes.
3. **Approval of minutes December 13, 2007:** The minutes were approved as circulated.
4. **Business arising from minutes:**
  - a. **Residual funding:** Baird reported on the funds remaining from the Canada Games bid. All contributors to the bid, except the Municipality of the District of West Hants, have approved that their funds may be used by AVESTA.  
**Action Item:** Phillips will send a cheque in the amount of \$4175 along with a letter from Baird to West Hants.
5. **Treasurer's report:**
  - a. Phillips reported on the financial state of AVESTA. A monthly budget was discussed; the general feeling was that one should be developed for each month of the fiscal year. The point that AVESTA should be exploring funding beyond municipal support for planning purposes was discussed. Kentville contributed an additional \$5000 and that sum has been transferred to AVESTA accounts. It was agreed to keep this amount in a reserve, not to be used right away. Coop student's wages were discussed, Kings CED pays the student and then the wages are billed to AVESTA. The \$1500 membership to CSTA was discussed; there was some confusion about the payment terms and membership timeline.  
**Action item:** Keeney will confirm the terms of CSTA membership.
6. **Co-op student report:**

- a. Keeney discussed several of the projects he was undertaking including; a list of events to potentially host and updating a list of local sports groups. Then he gave a brief report on the CSTA membership and what services and products would be made available through this membership. There was discussion regarding future cooperative education students.

**Action Item:** Keeney will distribute CSTA web address to board members for them to review the organization.

## 7. Committee reports:

### a. Bid support and development

- i. No current developments

### b. Conference and event planning

- i. No current developments

### c. Education and advocacy

- i. No current developments

### d. Marketing and promotion

- i. Raftery reported on the marketing and promotions committee meeting. Current marketing materials are being reworked with emphasis put on strengthening the website and developing the logo. Raftery said another meeting will be held in March.

### e. Partnership development

- i. Mayor Allen reported on the partnership development committee meeting. The meeting helped distinguish difference between members, partners, and sponsors. Existing partners were established, and it was decided that municipal partners would receive monthly updates. The possible overlapping functions of committees were mentioned. Phillips brought up the idea of trying to get an operating budget from Events Halifax in order to understand their operating structure. What percentages of revenues and where they come from. Raftery identified the need to establish some corporate sponsors.

**Action Item:** Keeney will research to find what kind of funding Events Halifax receives.

## 8. New business

**a. Eastern Canadian Trampoline Tumbling Championships**

**Action Item:** Baird will contact the organization in order to determine how we can be of aid.

**b. Can Am Police and Fire games:**

- i. Letter of intent was discussed and it was noted that the deadline to submit the letter for the 2012 and 2014 games is October 1, 2008.

The Board is receptive to exploring this opportunity

**Action Item:** Baird will contact William Merrylees, of the games organization, to discuss next steps.

**9. Other business**

**10. Adjournment**

- i. Adjourned at 4:50pm