

AVESTA
June 11, 2007, 2:00 PM
Old Orchard Inn

MINUTES

Present: Louise Watson (NSED), Craig Burgess, Bruce MacArthur (County of Kings), Jane Manning (Old Orchard Inn), Loretta Buchanon (Slumber Inn), Steve Raftery (Town of Bridgetown), Mike Trinacty (NS Health Promotion & Protection), Erin Beaudin (KingsCED Agency), Niv Harrison (KingsCED Agency), Bob Caissie (Acadia University), Mark Phillips (Town of Kentville), Claude O'Hara (Acadia University), Cathy Briggs (Apple Blossom Festival)

1. Call to Order: Mike at 2:06 pm

2. Review Previous Minutes: one change to previous minutes

3. Business Arising

i. Reception debrief: Caissie indicated that the reception went well. Trinacty said he was approached by some local groups. Jane said that the comfort room was well received and individuals at the booths enjoyed the apples and beverages. MacArthur indicated that we should promote/lobby AVESTA on a national level. It was further articulated that it is important to find out what events AVESTA wants to attract and then start strategically targeting. Discussion was had related to national endorsement.

ii. Incorporation: It was put forth that the incorporation documentation has been complete.

iii. Website: Trinacty noted that progress with the website is moving forward. To date no contractual agreements have been signed. A draft version of the site has been viewed by a few committee members.

Action item 1: Harrison will send website link to all committee members

iv. NHL Update: O'Hara articulated that he spoke with the Minister of Tourism and no answers regarding the NHL were provided.

v. Other: n/a

4. New Business

i. Display: The display was setup and viewed by committee members. Caissie suggested including some more public events (concerts), soften edges and change background color. Jane suggested moving the AVESTA to the middle and Bolding the statement under the Annapolis valley, Nova Scotia text. Exhibition areas. Top should be LARGE and BOLD. Different pictures for different seasons, map of Annapolis valley and/or NS. Try Plum color

ii. Coop Student: Trinacty completed and submitted an application for a fall summer student. Beaudin noted that she will incorporate the associated costs of a coop student into the business plan financials. O'Hara indicated that it will be roughly $\$2,100 = (3.75 * 35) * (16)$

Motion: Burgess moved to accept coop student. Seconded by Phillips.

Motion Carried.

iii. Business Plan: The business plan was circulated. Beaudin indicated that it is a preliminary document. Beaudin reviewed the document with the committee. Discussion was had regarding membership fees and tier structure. It was noted that the fee structure will be revisited once there is an understanding of the operating costs.

iv. Potential bid events: Committee members will review potential bid events and discuss them at the next committee meeting.

v. Other: Beaudin indicated that the KingsCED Agency's AGM is Wednesday June 13th/2007 and all committee members are welcomed.

5. Next Meeting: July 19th 1:30pm Old Orchard Inn

6. Adjourn: Meeting adjourned at 3:35pm