

**AVESTA**  
**September 25, 2007, 1:30 PM**  
**Old Orchard Inn**

**Present:** Mike Trinacty, Steve Raftery, Bruce MacArthur, Andy MacLean, Louise Watson, Mark Phillips, Jane Manning, Niv Harrison

**Regrets:** Andrew Fry, Anna Allen, Bob Suffron, Catherine Briggs, Craig Burgess, Dustin O'Leary, Loretta Buchanan

- 1. Call to Order/ Introduction:** Trinacty called the meeting to order at 2:14p.m.
- 2. Review Previous Minutes:** The minutes of September 6<sup>th</sup>/2007 were approved as circulated.

**3. Business Arising:**

- a. Website – Domain Name:** Harrison reported that the website is now online. Watson identified that she had problems with the way the site displays on her computer.

**Action Item:** Harrison will put the business plan, by-laws and minutes online.

- b. Annual Meeting:** Trinacty reported that the annual general meeting is booked for November 13<sup>th</sup> at the Old Orchard Inn. He noted that there are two parts to the day. In the morning municipal councilors are gathering to do business of their own. Beaudin and Trinacty will present the business plan to them during that time. At noon, lunch will be served and Brian VanBlarcom will present on economic impacts of events in the Annapolis Valley. At 1pm there will be the annual meeting. Trinacty indicated that press releases have been issued and an email has been distributed that asked for RSVPs so to gauge attendance expectation. The committee was encouraged to spread the word about the AGM and to forward the email. The importance of an RSVP was reiterated. Trinacty mentioned setting booths at the event. Manning said that they are more than welcome to set them up. Raftery indicated that on the membership application a change needs to be made. "Parts of Annapolis County" will be changed to "Annapolis County".

**Action Item 1 –** Harrison will send press release to MacLean.

**Action Item 2** – Harrison will make the changes to the press release as suggested by Raftery.

**c. Municipal Council Meeting:** Covered above

#### **4. New Business :**

- a. Financial Report:** Phillips provided a financial report. He reported that the original contributors from 2005-2006 put forth \$60,250. He articulated that the second year was when the bid process and committee work was undertaken. All expenses are listed in the circulated document as \$33,550.61. Phillips indicated that a small amount was spent in spring to the effect of \$427.11. To date, after all expenses, \$25,268.46 is the remaining balance. MacArthur inquired about the travel expense and Trinacty responded indicating that it was for such items as going to Halifax to view processes and structure of Events Halifax.
- b. Nominating Committee Report:** Trinacty circulated the proposed AVESTA board to the committee. He talked about an executive committee comprised of the chairs of the 5 committees, the executives and ex-officios. Beaudin and Trinacty brainstormed some names of who might want to get involved. Furthermore, an email was sent to ask who might be interested in getting involved. It was mentioned that councilors may decide if they want to appoint people on these committees at the municipal meeting. MacLean mentioned that the Annapolis Valley Regional School Board should be involved with the organization. David Floyd and Joyde Rutlidge were other names mentioned who may want to be involved. MacLean mentioned that the manager of the Super 8 in Windsot, Alan Lawly, has a great deal of experience in event planning and organization. It was mentioned that there should be representation at the executive level from the municipalities. Watson mentioned inviting municipalities to fill vice-chair position. Discussion was had regarding creating an executive committee comprised of the chairs of the committees as well as the executives of the board. It was noted that nominations from the floor can be called at the AGM. It was mentioned that Dave Chalk would be an individual who could positively contribute to the

organization. The length of time on the committees was deliberated. The importance of continuity on the board was noted. Watson recommended that the chair be for a 2 year term so as to not lose momentum. It was decided that everyone will hold their positions for 2 years. Watson noted that there is always the opportunity to change the by-laws at AGM as long as enough notice is given. The committee was encouraged to give thought to any open spots left.

**Action Item 3 – Trinacty will contact David Floyd and Joyde Rutlidge.**

**Action Item 4 – MacLean will contact Alan Lawly.**

- c. Coop Student:** Trinacty reported that the organization was approved for a coop student for the January term. Mike mentioned that Dalhousie and MSVU are working on a student and will work with Acadia when they're back in. Watson mentioned the arrangement of accommodations for individuals traveling from the HRM.
- d. Canadian Archery Championships:** Trinacty reported that he had a request from an archery group to help support their bid for a national championship. It was mentioned that it would be useful to create a guideline or package of the do's and don't of the how to make a bid. Framework for guiding the bid process from people who have experience will also be an asset. MacLean mentioned the corporate side of events is important. He suggested sending letters to corporations so they can pick from a group of events. It was agreed that it must be clearly outlined what AVESTA is willing to do when a group asked for support.

**5. Next Meeting:** November 13<sup>th</sup>/ 2007 at the Old Orchard Inn for the AGM

**6. Adjournment:** The meeting adjourned at 3:30pm