

Minutes - Annapolis Valley Sport & Event Tourism Association (AVESTA)

Thursday May 3rd, 2007 1:00 p.m. – Old Orchard Inn

Present: Erin Beaudin (KingsCED Agency), Louise Watson (NS OED), Bob Caissie (Acadia University), Claude O’Hara (Acadia University), Anna Allen (Town of Windsor), Jane Manning (Old Orchard Inn), Bob Suffron (County of Kings), Bruce MacArthur (County of Kings), Mike Trinacty (NS Health Promotion & Protection), Steve Raftery (Town of Bridgetown), Niv Harrison (KingsCED Agency)

Regrets: Craig Burgess, Loretta Buchanan

1. Call to order: The meeting was called to order at 1:04 p.m. by Trinacty.

2. Review Previous Minutes: Beaudin indicated that the KingsCED has setup an area on their website for AVESTA. Committee members are able to view all relevant documentation relating to the committee in the member login portion of the site.

3. Business Arising:

3.1 Sport fair reception.

3.1.1 Invitations/RSVPs: Trinacty noted that reception invitations have been delivered and thus far there have been approximately 12 RSVPs. Trinacty indicated that follow-up calls will be preformed for those who did not RSVP.

3.1.2 Reception agenda – video: The date on the invitation has been changed from the 9th to the 10th. The time has been adjusted to 2:15pm. A representative from Acadia will be presenting. Booths will be setup at the reception.

The promotional video was viewed by the committee. The following recommendations were tabled: Photos of the Apple Blossom Concert will be added. The map at the beginning will have only the three counties in the video. The photo of the NS Youth Centre will be removed. The pumpkin regatta photo will be placed in the proper section (Hants not Annapolis). A group of accommodations will be compiled and added to the video.

Action Item 1: Beaudin will ensure that the changes to the video are made.

Action Item 2: O’Hara will contact the appropriate individual at Acadia University for photos of events at Acadia.

Action Item 3: Committee members will provide additional photos (action shots, B & B's) by Tuesday May 8th by 12 noon.

3.1.3 Refreshments/donations: It was decided that refreshments including water and juice will be provided.

Action Item 4: Beaudin will arrange for apples to be provided.

3.1.4 Comfort room – Schedule, refreshments and decorations:

1:43pm: Caissie enters

3.2 Logo: Raftery circulated the new AVESTA promotional sheet and logo. Consensus was that the promotional sheet was very well done. It was decided that the logo needed to be revised. The logo will be removed from the promotional sheet.

Action Item 5: Raftery will confirm that all photos with face shots have the necessary permission. It was decided that 200 copies printed on 8 ½ by 11 paper.

Action Item 6: Raftery will send the digital of the promotional sheet to Bruce and/or Bob from Kings County.

Action Item 7: Raftery will have the AVESTA logo revised/redesigned.

3.3 Bylaws/ Incorporation: Beaudin noted that the incorporation documents have been submitted.

3.4 Presentation to Hants West: Allen indicated that Beaudin and Trinacty's presentation was well received.

3.5 Business Plan: Beaudin indicated that she is working on a business plan for AVESTA that follows the logic model. The goal is to have the draft business plan completed for the next committee meeting on June 11th, 2007.

3.6 Website: There is an arrangement with David Rankin to develop the website. It is estimated that the project will be completed in 6-8 weeks or by July. Beaudin suggested adding a Calendar to the website to keep track of events and inform the public.

Action Item 7: Harrison will contact David Rankin to ask about a content management system and calendar for the website.

3.7 NHL Update: Item tabled until next committee meeting.

3.8 Other: Kings CED Agency has secured sufficient funding for the development of the business plan and to cover the upcoming reception.

4. New Business

4.1 Potential Bid Events: A list of potential events that can be bid on will be compiled by the committee. O'Hara noted that the Tankard Scotties Curling event has been awarded to Wolfville for 2008.

4.2 Annual Meeting: The committee agreed that a special meeting will be held in September to allow time for the business plan to be completed and reviewed by members.

5. Next Meeting: It was agreed that the next committee meeting will be on Monday, June 11th/2007 at 2pm at the Old Orchard Inn.

6. Adjournment: The meeting adjourned at 2:55 p.m.

Recording Secretary:

Niv Harrison