

## WESTERN KINGS BOARD OF TRADE

### DIRECTORS MEETING

**Date:** Thursday, February 3, 2011

**Place of Meeting:** Seniors Centre, Town Annex Building

**Present:** Allen Chase, President  
Don Clarke, Bryan Abernethy, Terri Gale, Jill Easson

**Regrets:** Kent Johnson, Gavin Brewster, Howard Hall, Stephanie Morey, Hartt MacKinlay, Polly Scott, Mike Harris, Kirk Longmire, Jenny Osborne

The President called the meeting to order at 11:55am and welcomed everyone present.

**Approval of Agenda:** Moved by Don Clarke and seconded by Bryan Abernethy, the agenda was approved.

**Approval of Minutes:** Moved by Don Clarke and seconded by Terri Gale, the minutes for the Directors Meeting of November 25, 2010 were approved as circulated.

**EDAC Report:** The strategic plan is complete and has been approved by all partner groups. The RDA is finalizing the draft and once finished, this will be presented to parties of interest.

The NS Lieutenant Governor Community Spirit award was submitted January 31<sup>st</sup> and Jill will keep everyone updated on the results.

Together with the Town, Jill is exploring a tourism and town promotion strategy for Berwick and surrounding areas. She is working with NSCC Kingstec Tourism professors as well as a Recreation professor who researches tourism from Acadia.

Meadowbrook Meat Market hosted a very successful benefit breakfast for the Berwick Camp Rebuild project last Saturday.

The WKBOT had an excellent turnout to its Christmas Reception on December 9<sup>th</sup>, and local businesses who received accolades gave positive feedback. The WKBOT also hosted a luncheon Q&A session with MP Greg Kerr on January 11<sup>th</sup> at the Wick Pub, which was well attended (approx. 30 people). On January 21<sup>st</sup>, the three local chambers joined together to host a luncheon for Minister Graham Steele at the Berwick & District Volunteer Fire Dept (approx. 60 people).

The Western Kings Memorial Health Society is moving forward with a group practice model rather than collaborative practice model. Renovations are underway and the newly developed clinic area is expected to open this spring.

There is no new news on the Maple Lodge/Maple Leaf deal at the Larsen's Plant. A decision on whether a chicken processor will move into the plant to begin operating during the summer of 2012 is expected to be made in the coming weeks.

Mike Landry of Kentville Mazda has extended his lease of the former Bargain Harley's space until December 2011. Business is going well for him at that location.

**President's Report:** Previously circulated.

**Treasurer's Report:** No report received.

**Membership Report:** No report received.

**Advocacy Report:** No report received.

**Joint Task Force Committee (EKCC):** After March, we will not have an Advocacy Rep. Currently, we have no Vice President or Nominating Committee. In years past, discussions of a merger with EKCC have taken place but no actions were taken. The directors present agreed that it is currently very difficult to fill vacant positions and to get active participation from the board. The general feeling is that the WKBOT's members are not currently getting much bang for their buck.

Some directors feel that given the above, it is a good time to explore a potential merger with the EKCC, to investigate becoming a Kings County Chamber of Commerce. One concern is that the WKBOT is a very old organization with a lot of history. Another concern is that this area may have difficulty getting ample representation in such a large chamber. Counterstatements were that board members would have access to more networking events, seminars, workshops, award opportunities, and other benefits in a larger chamber. A discussion ensued where it was noted the following issues would have to be adequately addressed: representation, current WKBOT bank account, succession planning, membership due structure, events, and a remaining monetary commitment to BEDAC. Allen noted that a Joint Task Force Committee could meet with members of the EKCC Executive to discuss the above items, in the presence of Stephen Kerr from the Kings RDA acting as an objective facilitator. If discussions go well, recommendations addressing the pros and cons of a merger can be presented at the next AGM, where WKBOT members will be asked to vote on a merger.

**Motion:** Terri Gale moved that the WKBOT forms a Joint Task Force Committee to begin talks with EKCC to investigate a possible merger between the two organizations. Motion seconded by Bryan Abernethy.

Motion Passed

**Winter Promotion:** The WKBOT did not facilitate a Shop Western Kings promotion prior to Christmas because the Berwick Merchants undertook their own Christmas promotion. At that time, the board decided it would explore the option of doing a campaign in early 2011. The directors felt that it would be a better use of time to focus the board's efforts on a Joint Task Force rather than undertaking another promotion at this time.

**Vacant Vice President, Nominating Rep, and Advocacy Rep Positions:** These positions are currently vacant, or will be after March. Allen will request that some Directors fill these positions for the short term, until the next AGM.

**Workshops, seminars, and training for local businesses through ACSBE:** Joel Stoddart with ACSBE recently contacted Jill Easson; he is interested in organizing some business training in the Berwick Area. In order to offer the best training for the area, ACSBE has developed an online survey accessible via email. However, to get a representative response, ACSBE requires that this survey goes out to approximately 1,000 people. Jill suggested that we conduct workshops jointly with EKCC and CAVCC to get a better response, and to continue the partnership with the other chambers that has recently developed. It will also be a good way to get people into this region of the

county. The Directors agreed. Jill will follow up with Joel and the offices at EKCC and CAVCC.

**Youth Access and Older Workers Programs:** Jill has been working with Stephanie Lohnes from ACSBE to restart a Youth Access Program for at-risk youth and young adults in Berwick this spring. She has also been working with ACSBE and PeopleWorx to start a Targeted Initiative for Older Workers Program in Berwick this fall. The WKBOT drafted letters of support for each program, and applications have been sent. Jill will keep the board posted on progress.

**Next Meeting:** The next Directors Meeting is scheduled for 11:45am on February 24, 2011 in the Seniors Centre.

Allen Chase moved the meeting adjourned at 12:55pm.

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Jill Easson  
Recorder

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Allen Chase  
President