

BOARD MEETING MINUTES

February 25, 2025, 12pm, Inverary's Baddeck Boardroom

Agenda

- Call to order @ __ 12pm _____
- Attendance – Matt, Cathy, Christy, Caitlyn, Colleen, Americo, Eileen
 - Regrets – Dan, Misty
- Important Business
 - Gala and Festival Update – gala tickets lower than expected but still enough to proceed as planned. Festival seems to have been received well and the time of year is viewed as appropriate, as well as the approach of compiling existing events rather than creating from scratch.
 - Community Bathrooms update – A survey was circulated with 17 responses, all overwhelmingly in favour of this village amenity. Matt and Cathy attended the village meeting on Feb 12 and presented to the commission the findings of the survey and asked for a renewal of the MOU between the village, county and BABTA to keep the bathrooms in place. The village was asked to cover the costs of the water. The commission will reply with their decision before the current MOU expires on March 31, 2025.
 - A suggestion was made to implement automated locks on the bathrooms to minimize the risk of vandalism. Maybe this is part of the new agreement.
 - Funding Applications – Application to the Accessibility grant program with NS government was put in and there seems to be great interest in supporting the improvements planned – including a new front step, office space, heating and insulation, accessible bathrooms.
- New and Ongoing Business
 - Upcoming Grant applications – Victoria County capital and operational grants as well as property tax relief due end of April.

- Capstone Projects – 3 projects underway with anticipated completion on March 20th. Digital Marketing strategy, Member recruitment and retention, and Visitor Centre Training are the 3 focuses.
- Training Committee for VIC team
 - Fam Tour planning, etc. has been deferred to next meeting after we have results of Capstone project.
 - Utilize website as tool for guest assistance
- AGM plan / BABTA Awards – AGM decided on April 10th at 3pm, meeting then social to follow. Matt will put out a call for interest in hosting the AGM. The BABTA awards nomination forms on the website will be adjusted for the current year and promotion will begin on social media following the festival.
- Destination CB is launching a new portal to have businesses upload their details that will feed visitbaddeck.com via victoriacounty.com rather than having novascotia.com be the information location.
- Action items
 - Finalize 2024 financials, prepare 2025 budget – Matt
 - Newsletter (festival recap, AGM RFP, Awards nominations) - Matt
 - Applications for grants - TBD
- Next Board Meeting
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- Adjourned