

# BOARD MEETING

January 7, 2025, 10am, Inverary's Baddeck Boardroom

## Agenda

- Call to order @ 10:10 AM \_\_\_\_\_
- Attendance – Cathy, Eileen, Matt, Americo, Caitlyn, Colleen, Councillor Jess Kerr
  - Regrets - Misty
- Important Business
  - Financial Update – Matt discussed how the expenditures of the Visitor centre and the reduction of funding has placed BABTA in a position where costs will have to be greatly reduced unless the digital sign, Gala fundraiser or membership base can generate significant income for BABTA.
  - Gala and Festival Update – The Baddeck Winter Festival planning is well underway and marketing has begun as well as final details for main events are being finalized. Funding requests to DCBA as well as Victoria County have been made to allow for social media marketing.
  - Digital Sign Update – the sign is installed and training on software has been done, advertisements for the gala and festival will go up this week and potential ads for businesses starting this winter.
  - Community Bathrooms. – discussion around the costs associated and lease expiration on March 31<sup>st</sup>. BABTA will be attending the Village Commission meeting on February 12<sup>th</sup> and will be sending out a survey to members to gather info about how much value the members put into the bathrooms.
- New and Ongoing Business
  - Upcoming Grant applications – Cathy, Colleen and Eileen will look at getting applications in for VIC capital funding. Due February 14<sup>th</sup>.
  - Training Committee for VIC team

- Fam Tour planning, etc. – Discussion around the importance of proper guidance from the VIC staff, a small committee will be formed at a later date to provide framework for the VIC team.
  
- Action items
  - Finalize 2024 financials, prepare 2025 budget - Matt
  - Applications for grants – Cathy, Colleen, Eileen
  - Membership drive – Matt, Christy
  - Survey for washroom - Matt
  
- Next Board Meeting
  - \_\_\_\_\_ Feb 18, 10am @ Inverary\_\_\_\_\_
- Adjourned – 12:15pm