

**Baddeck Area Business & Tourism Association – Annual General Meeting Minutes**  
**Thursday April 10<sup>th</sup>, 2025**

**Welcome**

Cathy Tower called the Annual General Meeting to order at 3:10 pm at the Inverary Resort with 25 people in attendance.

Cathy moved the 2025 agenda and AGM Minutes for 2024 be approved and Matt MacAulay seconded the motion. Motion carried.

**President's Report**

Cathy Tower presented the Report which is attached below. Matt moved the President's Report for 2024 be approved and Cathy Lamey seconded the motion. Motion carried.

**VIC Report**

Matt MacAulay presented the Report. There was discussion about the rebuilding team that occurred over the last 2 seasons and the improvements in service we had year over year. Training of the travel councillors was identified as a priority for that team so they can provide high quality and knowledgeable guidance to our visitors. Although we saw an increase in visitation year over year, there is a substantial decrease in visitation since pre-COVID year's highlighting the changing practices of visitors as well as the importance of quality training for our VIC Travel Councillors, to ensure we are providing an adequate service to those visitors. Matt moved the VIC Report for 2024 be approved and Jan Vickers seconded the motion. Motion carried.

**Treasurer's Report**

Matt MacAulay presented the treasurer's report. There was discussion about outstanding payables as well as receivables on the balance sheet, a \$4400 deficit was presented to the members and discussion was had around the revenue sources, declining membership, membership dues that were deemed uncollectable and the potential dues that may still be collected. The 2025 budget was presented with an increased marketing revenue projection due to the digital sign installation as well as projected saving in wages due to the absence of the Membership and Marketing Coordinator wages that were incurred in 2024. A surplus of \$3500 is projected if all funding sources can be realized as well as the marketing revenue comes in as projected. It was noted that there were many other potential revenue sources that were discussed in board meetings that don't currently have a plan, but have potential. Matt moved the Treasurer's Report for 2024 be approved and Terri MacAulay seconded the motion. Motion carried.

**2025 Board Nominations**

A call for nominations was put out to the membership and one new nomination was received in Bev Bryson. There was interest from 4 current board members to remain for another year. Cathy Tower nominated John Berk and Sheila Van Schliek Nominated Ian Van Schliek. All three nominees accepted the nominations. Matt MacAulay, nomination committee chair, moved that the 4 existing board would remain for another year (Matt MacAulay, Cathy Tower, Americo Pino and Christy MacRae-Ziss) as well as adding John, Bev and Ian, the new nominations. Glen Vickers seconded the motion. All present were in favour of these nominations. Motion carried.

**Awards Presentation**

For the third annual BABTA Business Awards to recognize outstanding businesses and people in our community. Presented by Cathy Tower, 2024 winners are as follows:

Rising Star New Business Award – Sand and Souls (Emma Dong)

Community Spirit Award – Scott MacAulay

Customer Service Award – Glen and Jan Vickers of Auld Farm Inn

Long Service Award – Terri MacAulay of Boutique Patchouli

**Special Presentations**

A special presentation was made to Eileen Montgomery and Misty MacDonald (absent) in recognition of their efforts on the Board of Directors for BABTA. Eileen had some lovely words to say in support of the board and its work and encouraged everyone in the room to volunteer to support the visitor centre and the organization. The Board thanks Eileen and Misty for their dedication and support!

**Adjournment**

There being no further business, Cathy moved the BABTA AGM for 2024 be adjourned at 3:55 pm. Post meeting reception was held with snacks and cocktails.

Minutes Submitted By: Matthew MacAulay