



Quarterly Up-date – by Trudi Curley September 2012

How we spent the summer

- **Jessica Pearce**, from Chester was hired through a Provincial Co-op Tourism program from NSCC and **George Greer**, from Lunenburg was hired through Canada Summer Jobs. Both were hired to work on communication such as Facebook and the new blog and to develop and assist with regional events and festivals. Both were trained to assist with bike rentals. Their work place was at the Chester Train Station next to the VIC with the intent that when the VIC was busy they could help out. This proved to be a great partnership with the Heritage Society, the Chester Municipal Chamber, the VIC, Freewheeling Adventures and Bluenose Coast. The students did a wonderful job and you can read their blogs on our brand new site ...bluenosecoast.ca. They were a great help in the VIC as well. A lot of careful planning went in to the new partnership arrangement as we had to deal with insurance, staffing, training details etc. Freewheeling was able to do all the required insurance except for the on-site coverage for

theft. We were pleased with the response. At the time of writing I don't have the figures but know that we did well for a first effort and were extremely well received by visitors.

[Jessica & George next to bike racks](#)



- I assisted in the interviews for **Chester Municipal VIC** manager and Janet Manktelow was hired. We worked closely over the summer to manage the students. The VIC just hummed this year with Janet, the school teacher, doing a wonderful job of learning the regions' attractions and inspiring the students as well as teaching them a lot about customer service! They were a big help to our visitors whose comments in the visitors' book reflect this.
- I was on the planning committee for the **Captain's House Titanic Diner** Fundraiser Chester Municipal Chamber benefit for the VIC. In addition to the organizing aspect, both Jessica and I worked that night which raised approximately \$8,000. The local restaurants provided the food which was truly outstanding - think Roast Beef Roll-ups and Fresh Tuna Ceviche. Let's just say I loved working in the kitchen!

- The ever popular **Bluenose Coast Map** was tweaked to reflect a few changes and distributed and delivered. A blow up of the map that we used for Saltscapes was hung in the Chester Municipal VIC and Peggy's Cove Provincial VIC requested one so we provided it for them.
- Bluenose Coast made a presentation to **Destination Halifax on behalf of St. Margaret's Bay**. I was asked to highlight new items. Lunch was held at Shining Waters Marina. Jessica and I went on a hunt for new things happening in the area and collected items for a gift bag to hand out at the event. We highlighted the wonderful changes at Oceanstone Seaside Resort and White Sail Bakery. We also dressed up for fun in some of Lola's Landings more dramatic items. We had their attention and they enjoyed the presentation.



[Destination Halifax Staff in Lola's Garb](#)

[Chester Art Festival "Hands On"](#)



- As usual a lot of planning and hard work went in to the **Chester Art Festival**. I chaired and co-created the "Hands On" exhibition and worked on the dinner, Kids Create Day and the Saturday Art Fair. It was the first time we faced a rainy day for the fair but the hardy artists persevered, shared tent space and many sold as much or more that last year. Both George and Jessica helped at events. (FYI most of this is done on my own volunteer time as I am on the CAC Board and founding committee).
- Our **new blog website** is up and one of our goals is to tell our stories over time. We revised the content for Allan Carver who did a mammoth job of inputting everything only to have the host lose it all and have to start over. Worth it though and the students wrote some good blog posts.

- There really should be a “love” button on **Facebook**. We are very proud of our interactive map and want to brag a little so check it out and like us please. Allan did this too.



Information Kiosks in Lunenburg

- We moved the **portable kiosk** to Lunenburg for Tall Ships, Wooden Boat Reunion & Schooner Race Week and for the Pirate Festival in Mahone Bay and Chester Race Week. This was a first cooperative venture participating with Lunenburg and Mahone Bay to cross promote the three communities. The idea was to cooperatively promote the Bluenose Coast region. Lunenburg and Mahone Bay came to Chester for Race Week.
- **German Heritage Celebrations (GHC)** was a project we worked on for the Municipality of the District of Lunenburg. They asked us to step in at the last minute when they were unable to hire a coordinator. We worked on this project until we were told in August that there were no further funds allocated for Bluenose Coast to continue. Our work

included distributing GHC posters and rack cards, gathering and documenting data, distributing event details for the website, coordinating with event organizers and coordinating and planning Family Picnic day at the MARC with their staff and setting up, taking down and working that day at the MARC. George assisted as well. The event was well attended for a first time effort and the Germans had a lovely time on a beautiful day at the MARC.

- I am helping Jennifer with the **Gingerbread Festival** this year. There will be the usual gingerbread house competition and party for children. Added this year is an “outdoor” contest component where we will encourage creative concepts around the gingerbread men and outdoor house decoration. The opening coincides with the December 1st – First Saturday.



Chester Gingerbread man on vacation in Lunenburg until December

What we've been doing

- We are still striving to de-clutter the **road signage** and replace it with clear and intuitive wayfinding signs that will guide visitors to their desired destination. As you know, we approved a Bluenose Coast Signage Plan at the end of last year. However, the whole project has not begun but there are off shoots as a result. There are two specific projects on the go right now. One in Chester Village and one in St Margaret's Bay for the Peggy's Cove Region.



The approved Chester Directional Sign.

- **Chester Village Signage Project** has two components. After much planning, designing, and locating, the sign in the photo above is the final one approved through all the required channels and will be up by the end of September or early October. It is being fabricated as I write. Notice the visual connection to the map!
- The second component of the **village directional signage** is planned, designed and ready to go we are just waiting for

transportation ministerial approval of the By-laws which had to be re-tweaked. The processes involved in signage changes are long and require patience.

- I have attended numerous meetings (as has Shelley) including a public one hosted to address **signage issues at Peggy's Cove Gateways at Tantallon and Prospect**. This is an ongoing project which requires new By-laws be written and approved. Again this is a complicated process that takes time.
- Chester Municipal Chamber, Mahone Bay Chamber and Lunenburg Board of Trade have joined together to initiate an initiative called **First Saturdays**. I was part of the initial discussions and asked to chair the group. There will be 3 initial First Saturdays October 6 – Thanksgiving, November 3 – Shopping and December 1 – Christmas. There is a website: firstsaturdays.ca, facebook page and there was an ad in the DSWNS page in the Autumn Adventures in the Chronicle this weekend
- **Young Presidents Organization** - This group has chosen Nova Scotia as their location for their annual meeting and I was asked by them to help. Jennifer jumped in along the way. We thought it was a good opportunity to see how doing a “tour” would shake down as an “experience broker” concept. It is a lot of fun, tons of work and now that the day they tour Lunenburg is the day of the big launch the trip has heated up.

[Who we are](#)

[Board of Bluenose Coast welcomes you.](#)

Chair: Mike Smith, General Manager, Lunenburg Yacht Club

Vice Chair: Lisa Wolfe, General Manager, Ross Farm Museum

Treasurer: Dave Waters, Municipality of the District of Lunenburg

Secretary: Maureen Moore, Lola's Landing

Directors:

Shelley Webb, Treasurer, St. Margaret's Bay Regional, Tourism Development Association

Patrick Hirtle, Councilor Town Bridgewater

Angela Saunders, General Manager, Fisheries Museum of the Atlantic

Allan Carver, Underdog Ideas & Communications

Jennifer Paterson, Hawthorn Cottage B&B

Sandra Statton, District of Lunenburg, Councillor

Returning Director: Joanne Cooper, General Manager, Best Western, Bridgewater

Ex Officio: Kathryn Gamache, Executive Director, Aspotogan Heritage Trust

Destination Coordinator, Trudi Curley



[Celebrating Hayseed in Chester](#)



[Kids on Lunenburg Waterfront](#)