



Divisional Report 2005
by
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Retail Sales Division

Co-Chairpersons: Somers Coopers & Kristi Grayston

Issues/Projects:

1. **Seasonal Work Permits** – All seasonal work permits have been put on hold in an effort to encourage employers to hire employees that will be made redundant as a result of the closure of Trimingham's/Smith's, It is understood that given the generous compensation packages offered to these employees, most will remain with these stores until their closure on July 27th and that some may not in fact even actively seek reemployment right away. The concern this raises is that most retailers cannot afford to wait until the latter part of the season to hire seasonal staff.
2. **Buy Bermuda Campaign** – It was suggested that they change the face fo the campaign and broaden its focus so that it becomes a national program and encompasses other sectors of the service industry. It was agreed that the campaign would get the buy in from Government if they could associate an education and training component with the brand name. It is thought that a well though out concept which would include a re-branding of the logo, could be used as an avenue to recruit new members. Financing is still an issue.
3. **Trimingham's/Smith's Liquidators (Gordon Brothers)** – It is understood that Gordon Brothers have asked for an extension. Concerned about the impact on other businesses, it was agreed that they need clarification from the Finance Minister on the relationship between Gordon Brothers and Trimingham's, and that if there was an initial arrangement, whether it is currently being honoured.
4. **Bermuda Stroll** – The Committee revisited the idea of adopting a new shopping concept for Hamilton, similar to the Nantucket Stroll. It was thought that the Bermuda Stroll could tie into already existing events like the Boat Parade and Film Festival, with a view to expanding it in the future.