



NOTICE

MEETING: St Mary's Municipal Council
Committee of the Whole

DATE: Wednesday, September 19th, 2018

TIME: 1:00pm

PLACE: St. Mary's Municipality
Council Chambers, Sherbrooke, NS

Please advise if unable to attend

Dated: September 12, 2018

Marvin Macdonald, CAO

**Municipality of the District of St. Mary's
Committee of the Whole
Wednesday, September 19th, 2018**

1. Call to Order
2. Roll Call
3. Approval of Agenda and Any Additions
4. Approval of Minutes from Committee Meeting held September 5th, 2018
5. Business Arising from Minutes
6. Destination Eastern and Northumberland Shores (DEANS) - Karen Wenaus, DEANS Chair
7. Other Matters of Business
 - a. Water Project Finances
 - b. Carbon Surcharge Fund
 - c. Ambulance Service
 - d. Onsite Energy Management Opportunity
 - e. Municipal Workshop on Rural Internet
 - f. NSFM 2018 Resolutions Meetings
 - g. Lahey Nova Scotia Forest Practices Report
 - h. Hospitality Policy

Adjournment

**Municipality of the District of St. Mary's
Committee of the Whole
Wednesday, September 19th, 2018**

Meeting, Date & Time

The Committee of the Whole meeting of St. Mary's Council was called to order on Wednesday, September 19th, 2018 at 1:00pm in the Council Chambers Sherbrooke, N.S.

Attending

Warden Mosher
Deputy Warden Dort
Councillor Kaiser-Kirk
Councillor Baker
Councillor Smith
Councillor Findlay
Councillor Malloy

Also Attending

Marvin MacDonald, CAO
Marian Fraser, Director of Finance

Approval of Agenda

On motion of Councillor Kaiser-Kirk and seconded by Councillor Malloy that Council approve the agenda with the following Additions:

6. Presentation
 - a. DEANS – Karen Wenaus, DEANS Chair
 - b. Kelly Greenland, Economic Development and Planning Officer

7. Other Matters of Business
 - i. TIR Cost Share Program Update
 - j. Public Beach Access Update
 - k. Mid-Term Review Planning Meeting
 - l. Forestry Spray Program

Motion carried.

Approval of Minutes

On motion of Councillor Findlay seconded by Deputy Warden Dort that Council approve the minutes of the Committee Of The Whole held September 5th, 2018

Motion carried.

Business Arising From Minutes

- Councilor Findlay provided an update on St. Mary's Genealogy Research Center regarding records being saved electronically but not off premises. Councilor Findlay is meeting with the Genealogy Center representative next week to review the matter.
- Conflict resolution training session – council agreed to proceed with consultant – early to mid-November. More information to follow.

Presentations:

- DEANS – Karen Wenaus, DEANS past-Chair
 - Three main pillars of the association
 1. Destination marketing - Advertise in visitor guide each year. Eastern and Northumberland shore guide was produced and distributed by DEANS. Printed map of the area was very well received. Advertisement in the motorcycle guide. Increasing social media campaign advertising what was happening in the local areas.
 2. Visitor Servicing – DEANS provides support the local VICS. Saltscapes Expo - 17 booths within the DEANS umbrella. In 2017 VICS spoke to over 10,000 visitors to the area.
 3. Industry Partnerships to enhance tourism product and economic impact. DEANS hosted the gala dinner to recognize the industry and provide awards. Marketing initiatives with the Northumberland ferries. DEANS helps with the Guysborough older adult games and involved in the Special Olympics in Antigonish.
 - Other Updates:
 - ACOA Grant was announced for the 2 shores
 - will be building a new website
 - will have an inventory assessment
 - Entice more sporting events, mini travel media shows for the area
 - training for economic impact for the sporting events
 - event strategy
 - additional information coming regarding grant details.
 - This is DEANS 8th year
 - time to look at branding and update the website (part of ACOA grant)
 - YTAP Update
 - 10 goals – committee has been working on them and will be reconvening meetings in the fall
 - Look offs along the shore - eventually washrooms at or near these look offs. Within the next 5 years progress will be made on these items
 - Chairs
 - Wes from Pictou lodge is the chair currently
 - Merle from Henley house will be Chair next year
 - Funding/Grant request of \$4,016.34 from the Municipality of St. Mary's

On recommendation of Councillor Smith and seconded by Deputy Warden Dort to pay DEANS a grant in the amount of \$4,016.34.

Recommendation adopted.

- Kelly Greenland, Economic Development & Planning Officer
 - see attached presentation
 - Mrs. Greenland provided an overview of her background and credentials and what brought her to St. Mary's followed by a review of her work plan for the position.

Other Matters of Business

- Water Project Finances
 - Staff reviewed the final actuals figures for the project. The total project was 11.7% over budget.
 - Staff was directed to explore options for covering the \$202,100 shortfall and bring back for discussion at a future Committee of the Whole meeting.
- Carbon Surcharge Fund
 - The proposed project would have the fiberglass batt insulation removed and the underfloor area covered with a spray insulation material to the appropriate R-value according to building code standards.
 - Council requested that the Building Inspector look at the building and evaluate the floor joists.
 - Staff was directed to move forward with the application and received quotes on completing the project.
- Ambulance Service
 - Council agreed to send a letter to Honorable Randy Delorey regarding EHS service in the area.
 - The Municipality and the public are concerned about the possible relocation of the ambulance service currently housed in Sherbrooke.

Break 2:30pm – 2:45pm

- Onsite Energy Management Opportunity
 - Other municipalities have passed a motion to partner with neighboring municipalities to submit an application.

On recommendation of Deputy Warden Dort and seconded by Councillor Baker to partner with neighboring municipalities for the Onsite Energy Management Opportunity application.

Recommendation adopted.
- Municipal Workshop on Rural Internet
 - Session will be held in Truro
 - Staff will attend
 - Council agrees that Councillor Findlay and Councillor Smith will attend
 - Staff will take care of registrations for the workshop.
- NSFM 2018 Resolution Meetings
 - Council agreed to review the resolutions and circulate an email amongst council and CAO listing top priorities
- Lahey Nova Scotia Forest Practices Report
 - Proposed changes on crown land, estimates to reduce timber taken on crown land by 10-20%.
 - A copy of the report can be found at https://novascotia.ca/natr/forestry/Forest_Review/Lahey_FP_Review_Report_ExecSummary.pdf
 - The province has accepted the report but has not indicated which action items they will be acting on.
- Hospitality policy
 - Council reviewed the policy presented.

- Discussion was held around the need for preapproval of expenses for councillors if policy is followed and the idea of having an allocated amount of hospitality funds per councilor under the policy.

On recommendation of Councillor Kaiser-Kirk and seconded by Councillor Malloy that Council approved the Hospitality Policy as presented

Recommendation adopted. (1 Nay – Councillor Findlay)

- TIR Cost Share Program Update
 - CAO presented options and estimated costs based on 2016 pricing of Court Street project.
 - Hospital Road Repaving
 - Restoration Drive paving
 - Main Street from intersection of Hwy #7 to Court Street
 - Council decided to wait for street scape project and plans to be developed before proceeding with this section.

On recommendation of Councillor Findlay and seconded by Councillor Baker that Council submit an application to be part of the TIR cost share program for 2019/20 with priority number one being hospital road repaving and priority number two being restoration drive paving.

Recommendation adopted.

- Public Beach Access Update
 - CAO provided an update from local DNR regarding public beach access.
 - Private land owners have the right to cut off access to their land. Though people have the right to cross land to hunt and fish, if the owner asks them to leave they have to leave.
 - For additional information on public beach access the following can be reviewed; Landowners Rights & Obligations and the Protection of Property Act.
- Mid-Term Review Planning Meeting
 - Council is currently two years into the four year term. It was agreed it would be beneficial to have a planning meeting, date to be set at a future Committee of the Whole.
- Forestry Spray Program
 - Councillor Kaiser-Kirk will touch base with the FAC to find out additional information and bring it back to council on the issue.

Adjournment

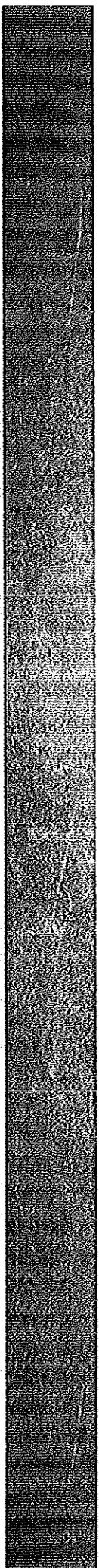
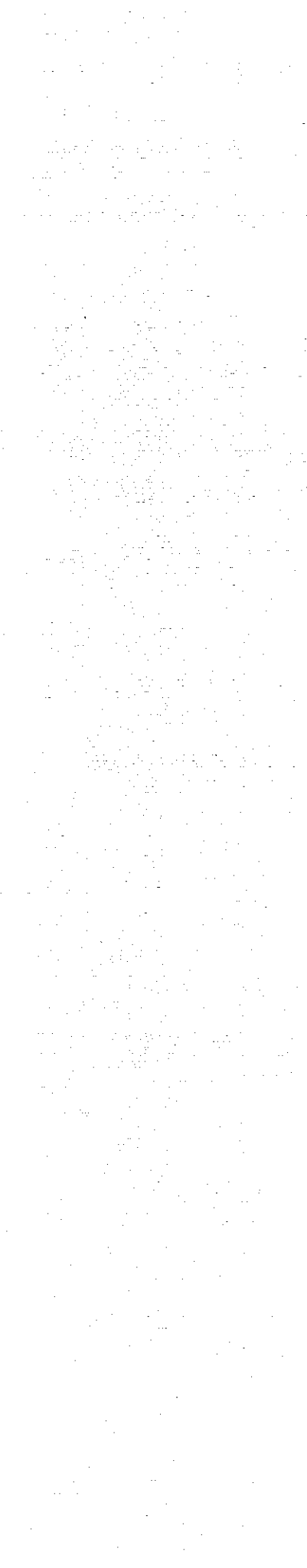
On Motion of Deputy Warden Dort there being no further matters of business, Council adjourned at 4:03pm.

Recorded By
Director of Finance

Approved By
Warden Mosher



Economic Development & Planning 2018/19



Economic Development & Planning Officer – Draft Workplan 18/19

Planning

- Update Planning Documents
 - Create a cohesive set of policy and By-Law documents that relate and speak to each other
 - Update existing policy documents
 - Create additional policy documents where appropriate
 - Create a brand for the documents that reflects the vision of those that live, work, and play in St. Mary's
 - Update the Municipal Website to include copies of the documents for ease of access
 - Obtain public input as required, including regular communication on status
 - Coordinate with neighbouring municipalities and other levels of government as required
 - Ensure consistency with all required policy including the current Strategic Plan for St. Mary's
- Create Public Engagement Strategy
- Collaborate with Province on potential Land Use Planning initiatives



Economic Development & Planning Officer – Draft Workplan 18/19

Economic Development

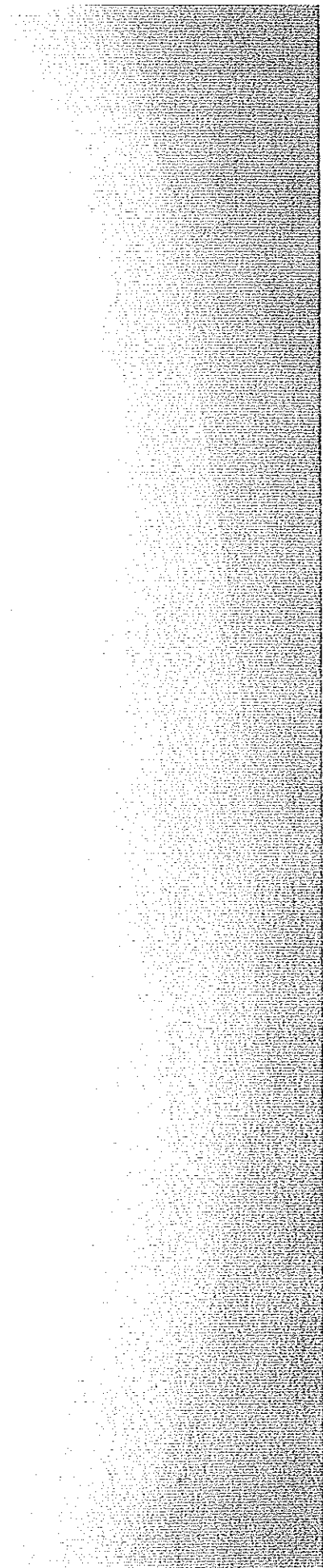
- Small Business Week – working with ESREN
- Main Street – Beautification & Promotion
- Economic Development Strategy/Plan
- Engagement & Attraction Initiatives





DESTINATION EASTERN & NORTHUMBERLAND SHORES

D E A N S



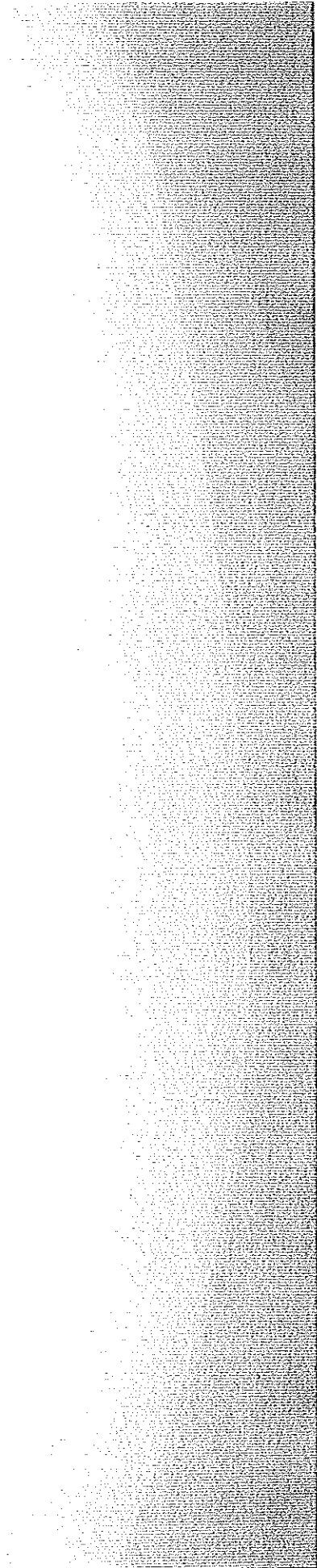
DEANS focuses on 3 main pillars as an Association

1. Destination Marketing
2. Visitor Servicing
3. Industry Partnerships to enhance tourism product and economic impact



2018 Marketing Initiatives

- Production of two regional visitors guides
 - Our members continue to tell us these are important tools for their visitors.
- Produced an Eastern Shore map highlighting attractions combined with Northumberland Shore
 - We will be doing a second print run of these this winter



2018 Marketing Initiatives

- Nova Scotia Motorcycle guide
 - ads in both sections of our shores.
- Increased Social Media campaign
 - Our weekly e-newsletter is a popular tool
- Gala Awards Dinner
 - Our way to recognize our industry and share a night of networking
- Saltcapes Expo
 - Shared space with 15 members selling our destination

2018 Marketing Initiatives

- Partnership with Northumberland Ferries Ltd
- Regional guides onboard Marine Atlantic
- Visitor Information Centres
 - Currently support 9 centres

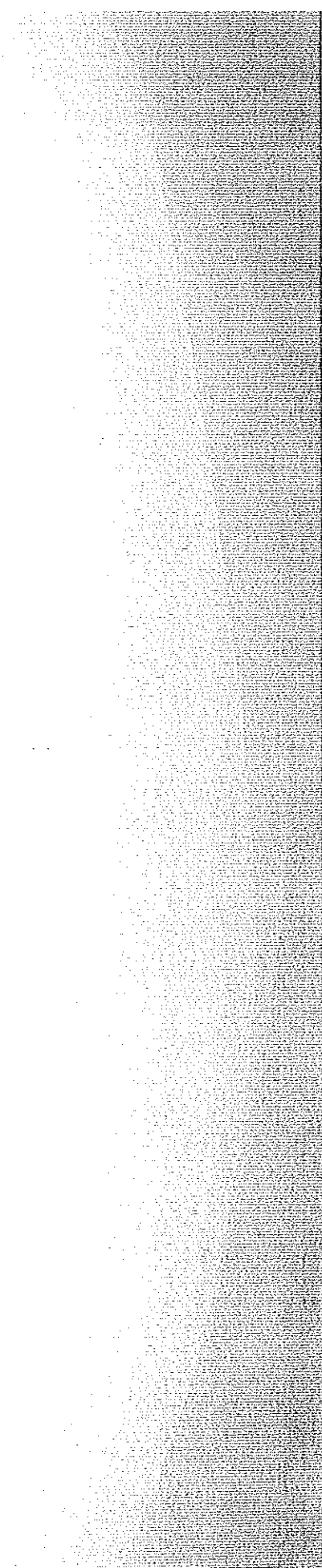


2018 Marketing Initiatives

- We continue to help with events in our region
 - Most recently the National Special Olympics. It is estimated that economic impact will reach nearly \$5 million for Nova Scotia. We know visitors were here and visited Sherbrooke Village and ate meals in St Mary's.

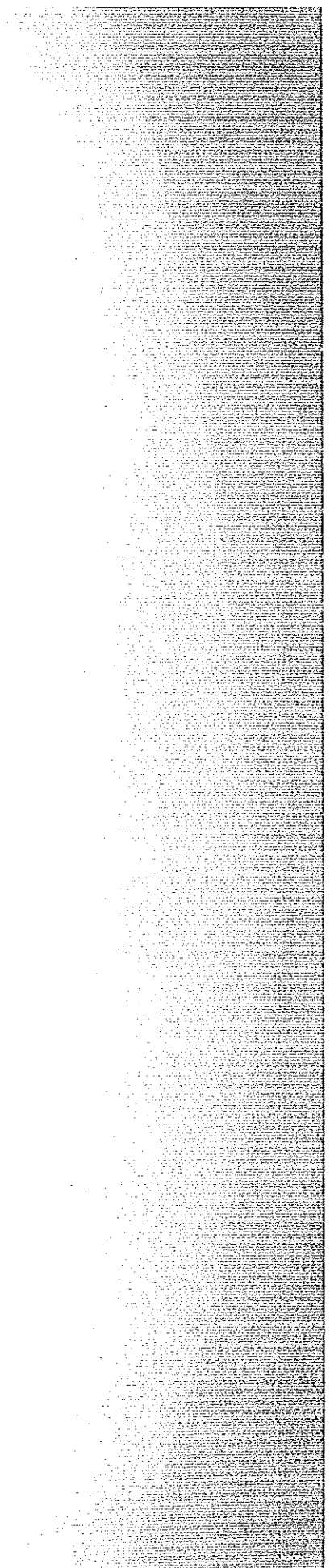
2018 Marketing Initiatives

- We support local small businesses in our VIC in Pictou
 - Nova Scotia Soap Company provides her products in the centre for sale and this allows our counsellors to direct traffic her way for more sales

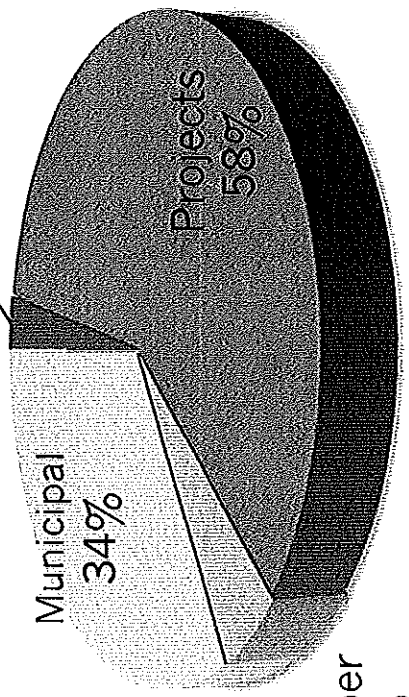


2018 Marketing Initiatives

- The projects just announced for the Northumberland Shore and Guysborough will also benefit St Mary's as we will create a new website and develop FAM tours that will involve all of our members.
- We are working towards having all of our VIC staff certified as well which will enhance our services we offer.



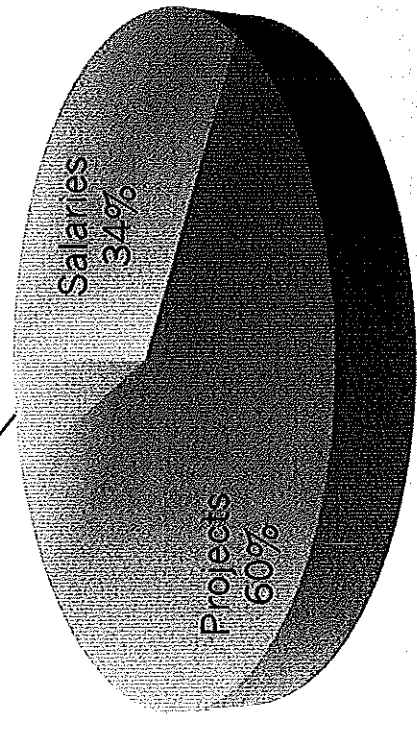
Revenue



Member
ship
5%

Expenses

Other
6%



2018 budget \$251,000

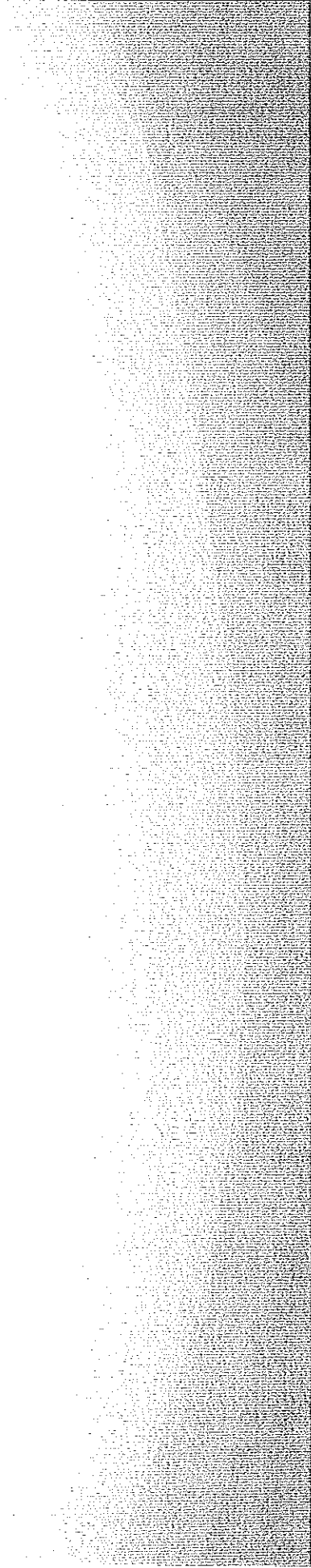
2017 budget \$221,423

*This does not include our ACOA grants

Municipal Investment

Overall municipal investment for
11 municipalities is \$75,000

Municipal request \$4,016.34
-this has remained the same since 2011



Questions?

