



Municipality of the District of St. Mary's

Committee of The Whole (COTW) Meeting

Wednesday, January 4, 2023

We acknowledge that we are gathering in Mi'kma'ki the traditional unceded territory of the Mi'kmaq people.

1. Meeting, Date & Time:

The COTW Meeting of the St. Mary's Municipal Council was called to order on Wednesday, January 4th, 2023 at 4:00 pm in the Council Chambers, Sherbrooke, N.S.

2. Attending:

Warden Wier
Deputy Warden Fuller
Councillor Baker

Councillor Malloy
Councillor Zinck
Councillor Mailman

Also Attending:

Marissa Jordan, Chief Administrative Officer (CAO)
Marian Fraser, Director of Finance (DOF)
Mallory Fraser, Municipal Clerk

Absent with Regrets:

Councillor Harpell

3. Additions to the Agenda:

- There were no additions to the agenda.

4. Approval of the Agenda:

On motion of Deputy Warden Fuller, and seconded by Councillor Baker, Council approved the agenda as presented.

Motion approved.

5. Approval of Minutes:

On motion of Councillor Malloy, and seconded by Councillor Baker, Council approved the minutes of the COTW Meeting held Wednesday, December 7th, 2022.

Motion approved.

6. Business Arising from the Minutes:

- Council asked about the status of the EV Chargers being installed. The CAO updated Council that the contract has been signed with the network provider with the rate set by Council. The next step is to release communications on how to utilize the EV Chargers.
- Council asked if any further information has been received regarding the amendment to the Construction and Demolition Debris Regulation and Guideline. The CAO updated Council that staff did submit correspondence reflecting the comments and concerns raised by Council and staff. There has been no response to that correspondence or further updates.
- Council asked if there was any development on the Coastal Flood Line Mapping Project. The CAO updated Council that the request for proposals deadline is closed. One proposal was received. Staff, the Senior Planner from the Province, and staff from the Municipality of the District of Guysborough, as it has joined the project as well, will review the submitted proposal within the next week.

7. Presentations

a. Destination Eastern and Northumberland Shores – Kara Allen, Visitor Services Coordinator

- See the attached presentation.
- DEANS requested the same amount of funding of \$4,016.34 for their annual grant from the Municipality.
- The Visitor Services Coordinator asked that if there are any upcoming events occurring to send them to DEANS to share.
- Council asked how the board structure works and what positions are salary verses volunteer. Kara explained that the board is industry-based and each county has two representatives. The salaries are for full-time staff and part-time staff such as the Managing Director, Visitor Services Coordinator, and summer students.

On recommendation of Councillor Baker, and seconded by Councillor Mailman, Council agreed to provide \$4016.34 to DEANS for their annual grant.

Recommendation adopted.

8. Correspondence

a. Thank You – St. Mary's District Food Bank

- A thank you card was received from the St. Mary's District Food Bank thanking the Municipality for their donation.

b. Thank You – Old Fashioned Christmas Association

- Correspondence was received from the Chair of the Old-Fashioned Christmas Association. The Chair thanked Council and staff for their support of the Old-Fashioned Christmas Event and the leadership that was taken to help make the event a success.

9. Other Matters of Business:

a. Emergency Health Services Concerns

- At a Fire Services Committee meeting on December 8, 2022, a Firefighter who also works as a paramedic raised concern over the EHS coverage in the area. It can be a long wait time for firefighters who are called to medical call to wait for an Ambulance. Council felt it would be beneficial to have the Fire Association of St. Mary's (FAST) to discuss the issue and provide a recommendation for any action or support they propose Council to assist with.
- Another facet of this issue may be that training for first responders is expensive for the fire departments and the lack of volunteers.
- Council directed staff to ask FAST to discuss the concerns regarding emergency health services and provide a recommendation to Council.

b. Municipally Registered Volunteer Fire Department Fire Underwriters Survey

- At a Fire Services Committee meeting on December 8, 2022, concern was raised over the Fire Underwriters Survey and how it may impact Fire Departments ability to respond to an emergency. Council expressed it would be beneficial to have the Fire Association of St. Mary's (FAST) to discuss the issue and provide a recommendation for any action or support they propose Council to assist with.

- Council directed staff to gather information to provide and ask FAST to review the information and discuss the concerns regarding the Fire Underwriters Survey and provide a recommendation for any action or support they propose Council to assist with.

c. The Nova Scotia Museum System

- The M8 Nova Scotia Museum sites have not received a funding increase in many years. The M8 Museums wrote correspondence to Patt Dunn, Minister of Communities, Culture, Tourism and Heritage explaining at present their museums are still able to survive in the post-pandemic world in terms of market and services offered due in large part to federal subsidies, but without a permanent increase in operational funding tied to an annual percentage increase for inflation, financial erosion will eliminate museum services to rural Nova Scotia. They requested this crisis be taken into consideration as quickly as possible. The Sherbrooke Village Restoration Commission wrote correspondence to Greg Morrow, MLA for Guysborough – Tracadie outlining the same concerns.

Councillor Mailman declared a conflict of interest.

On recommendation of Deputy Warden Fuller, and seconded by Councillor Baker, Council agreed to send a letter to Province & local MLA, Greg Morrow advocating for an increase in museum funding.

Recommendation adopted.

Adjournment

On motion of Councillor Malloy, and seconded by Councillor Baker, there being no further matters of business, Council adjourned at 4:26 pm.

Motion approved.

Recorded By
Mallory Fraser, Municipal Clerk

Approved By
Warden Wier



coastal
Nova Scotia | DE-NS
DESTINATION EASTERN & NORTHUMBERLAND SHORES

coastal
Nova Scotia

guysborough
County

ANTIGONISH

Pictou County

WILD ISLANDS
COAST

DEANS services
12 municipal units
covering
420 communities

**Our
Vision**

To champion and foster
sustainable tourism on
the Eastern and
Northumberland Shores

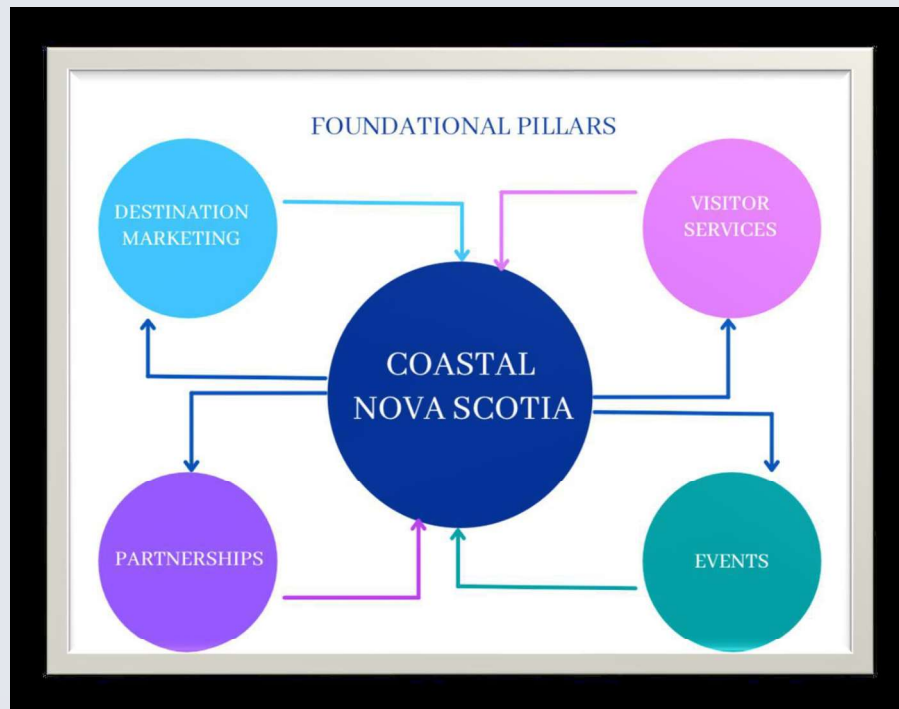
**Our
Mandate**

Market our two
distinct shores and
their tourism products
to the Atlantic Canada
region concentrating
on Halifax and major
entry points into Nova
Scotia.

DE-NS
DESTINATION EASTERN & NORTHUMBERLAND SHORES



Strategic Direction Planning



DESTINATION MARKETING

- Print
 - Visitor Guides
 - Eastern Shore map
 - Giveaways
 - Ads within local publications and venue promotions
 - This was a sign made for the Riverside Raceway entrance



• DIGITAL MARKETING

- www.coastalnovascotia.ca
- Staycations
- Community contests
- Local love campaign
- Facebook, TikTok



VISITOR SERVICES

- In person counselling
 - 8 Visitor Information Centres
 - Sherbrooke Village
- Itinerary planning
- Membership promotions
 - Ongoing prize giveaways all summer from direct purchase gift cards and product



Shake Up Winter 3.0 Virtual Conference

Tuesday, March 15
10:00am-11:00am

Register now by emailing Kelyn at
kelyn@coastalnovascotia.ca

Prize draw will take place
at the end of the Zoom session.
You must be present to win.

coastal
Nova Scotia | **DE-NS**
DESTINATION EASTERN & NORTHUMBRIA SERVICES

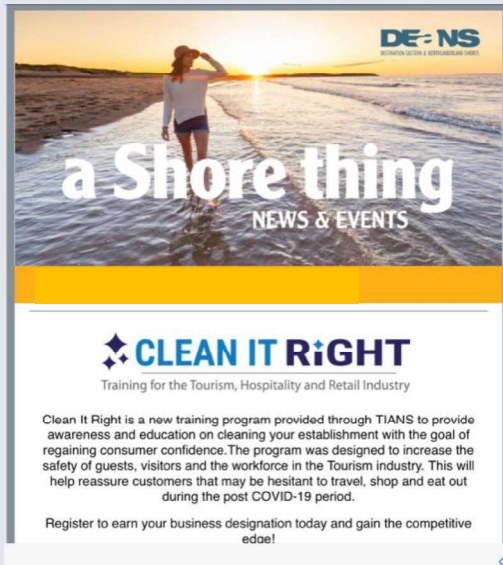
Visitor Services

Speakers

Nova Scotia
Indigenous Tourism
Enterprise Network
Robert Bernard



- Did You Know e-newsletter



Eastern Shore Events

Every Thursday~ Trivia Night at the Sober Island Brewing Company Taproom 22462 Hwy 7, Sheet Harbour. 7-9pm.

Every Sunday Musquodoboit Harbour Farmers Market inside at the Eastern Shore Community Centre 67 Park Rd. Musquodoboit Harbour. 10am-1pm. The last market for 2022 is December 18th. [Click here for details](#)

December 17/18/22/23~ Christmas at Fisherman's Cove. Visit the shops of the cove at Government Wharf Rd. Eastern Passage. 11am-6pm.

December 17~ Christmas at the Cove Craft Fair at the Fisherman's Cove Heritage Centre 4 Government Wharf Rd. Eastern Passage. 10am-4pm.

December 17~ Festival of Lights Tree Lighting at the Cornerstone Park, Middle Musquodoboit 6pm.

December 17~ A Regal Beagle Band Christmas at Sober Island Brewing Company 22462 Hwy 7 Sheet Harbour. 7pm. [Click Here for More Details.](#)

December 17 & 21~ Christmas at the Sutherlands Wine Harbour Village Resort 215 Wine Harbour Rd. Wine Harbour. [Click Here for More Details.](#)

STRATEGIC PARTNERSHIPS

- Events Nova Scotia provincial advisory committee
- Brand Ambassador Program
- Destination Marketing Organizations provincial advisory
- Events throughout the region
- Seniors Ambassador program for St Mary's VIC funding pending for a spring launch



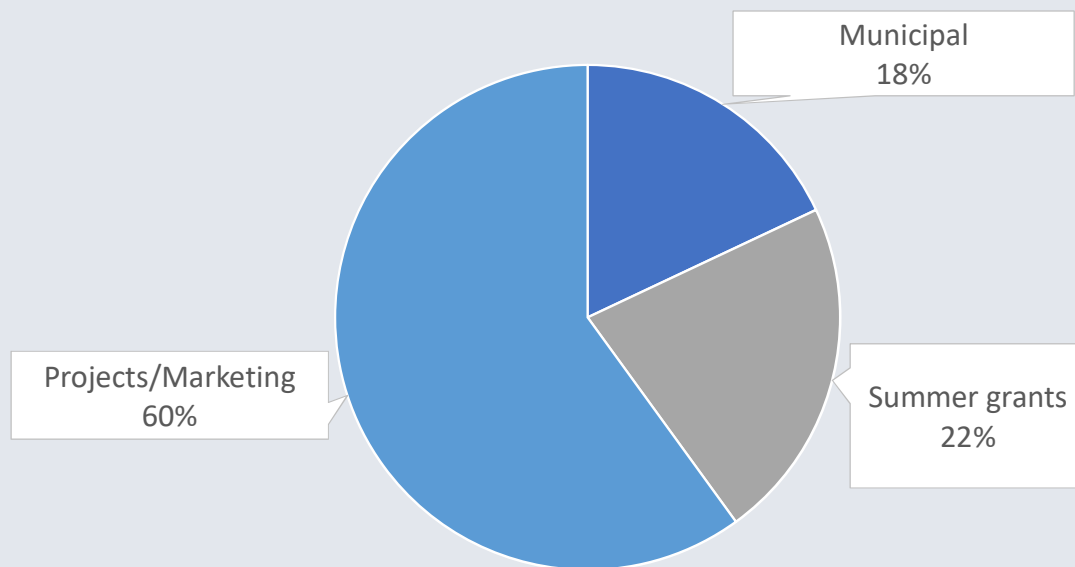


EVENTS

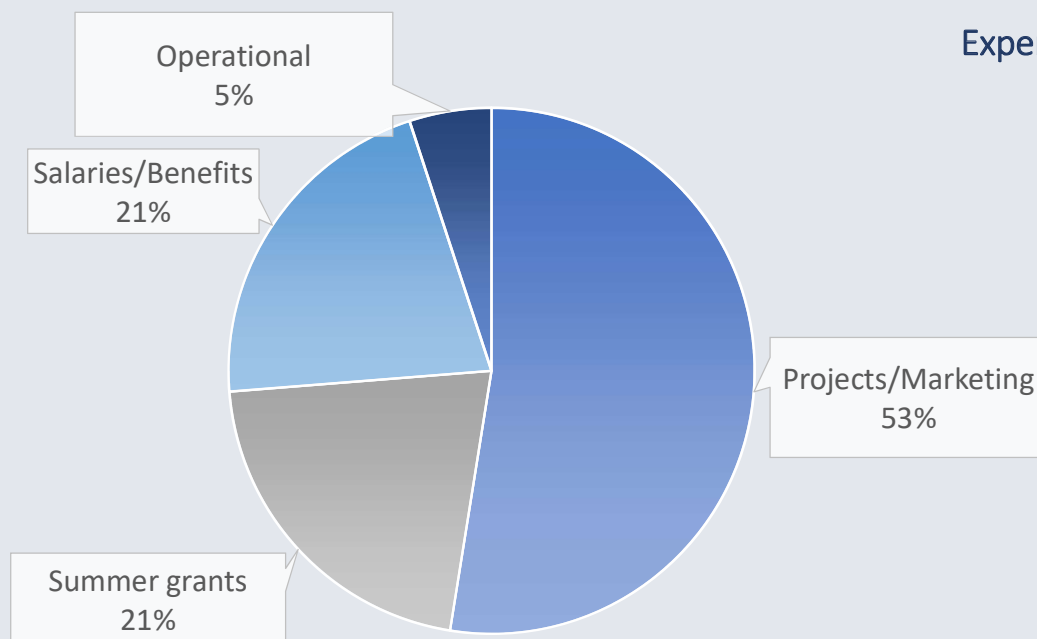
- November appreciation event
- The Buoys

275K fiscal 2021
750K fiscal 2022

Revenue



Expenses



Thank you for your ongoing support!

Questions