



Municipality of the District of St. Mary's

Committee of The Whole (COTW) Meeting

Monday, June 7th, 2023

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

1. Meeting, Date & Time:

Warden Wier called the COTW Meeting of the St. Mary's Municipal Council to order on Wednesday, June 7th, 2023 at 4:00 pm in the Council Chambers, Sherbrooke, N.S.

2. Attending:

Warden Wier	Councillor Mailman
Deputy Warden Fuller	Councillor Malloy
Councillor Baker	Councillor Zinck
Councillor Harpell	

Also Attending:

Marissa Jordan, Chief Administrative Officer (CAO)

Marian Fraser, Director of Finance (DOF)

Mallory Fraser, Municipal Clerk

3. Additions to the Agenda:

- 9c. NSUARB Order - Number of Councillors and Polling District Boundaries

4. Approval of the Agenda:

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

Motion approved.

5. Approval of Minutes:

On motion of Councillor Baker, and seconded by Councillor Malloy, Council approved the minutes of the COTW Meeting held Wednesday, May 17th, 2023.

Motion approved.

6. Business Arising from the Minutes:

- There was no business arising from the minutes.

7. Presentation

a. Tourism Guysborough County Association– Stephen Flemming

- See the attached presentation.

8. Correspondence

a. 12-Month Notice to Municipalities – Minister of Municipal Affairs & Housing, John Lohr

- Correspondence was received providing the Municipality 12-month notice of the cost for the Biological Casework Analysis Agreement, confirming changes to Construction and Demolition Debris Regulation and Guidelines, and that municipalities may incur expenses related to the implementation of the Coastal Protection Act and Regulations.
- C&D regulations are now in place and staff are working to get the current C&D pile buried, which will need to comply with the new regulations. Every new cell design must be done so by a

professional engineer and a hydrologist. As a result, this will increase the cost of burying C&D. the Municipality must also apply for a new approval for C&D.

- The correspondence also included an update of procurement thresholds for municipalities, an update on the RCMP Collective Bargaining Agreement, the Accessibility Act, Amendments to Part XX of the Municipal Government Act to provide the Privacy Commissioner the authority to make orders, the Peggy's Cove Commission Act, Community Economic Development, and regulations for feeding wildlife.

b. Three-Year Cost Share Agreement for Subdivision Streets – Laura Cunningham, Capital Program Administration Officer for Department of Public Works, Highway Engineering and Construction

- Correspondence was received notifying the Municipality that the current three-year agreement for the paving of subdivision streets expires on March 31, 2024, and included a new agreement for the Municipality to review and complete. The agreement must be completed and returned by July 31, 2023.

On the recommendation of Deputy Warden Fuller, and seconded by Councillor Malloy, Council appointed the Warden and the CAO as designate to sign the new three-year cost share agreement for subdivision streets.

Recommendation adopted.

9. Other Matters of Business:

a. Volunteer of the Year

- See the attached staff report.

On the recommendation of Councillor Baker, and seconded by Councillor Zinck, Council agreed that the Warden of the Municipality of the District of St. Mary's selects one volunteer name at random to be the St. Mary's Volunteer of the Year and a secondary name, in the event that the chosen volunteer does not wish to be the Volunteer of the Year.

Recommendation approved.

b. Comfort Centre Policy – Draft 3

- See the attached staff report.
- Staff explained that it would be beneficial not to define a set amount of funding for Comfort Centres within the policy, but to consider funding for Comfort Centres during the budget process.
- Staff recommend putting a call out for applications for funding and present to Council in July for organizations to request funding for this fiscal year.

On the recommendation of Councillor Zinck, and seconded by Councillor Mailman, Council approved the Comfort Centre Policy – Draft 3.

Recommendation adopted.

- Council directed staff to issue a call for applications for funding for Comfort Centres and present the applications to Council in July for organizations that are requesting funding for this fiscal year.

c. NSUARB Order – Number of Councillors & Polling District Boundaries

- The Municipality received the approval and an order from the NSUARB that the number of polling districts is set at five; the number of councillors is set at five; the boundaries of the polling districts are approved as submitted; All provisions of the *Municipal Government Act* and the *Municipal*

Elections Act and any other acts of the Province of Nova Scotia applying to the preparation for and holding of the regular election of councillors of the Municipality in the year 2024 will be complied with as if the above-noted changes had been made on the first day of March 2024, but for all other purposes, such changes shall take effect on the first day of the first meeting of the Council after the election of councillors for the year 2024.

- Council asked staff to verify which district Wine Harbour is a part of and how the districts are to be labeled. Council would prefer if they labeled by number if possible.

d. In-Camera: Personnel

On the motion of Councillor Malloy, and seconded by Councillor Mailman, Council agreed to move in-camera at 4:55 pm for personnel.

Motion approved.

On motion of Councillor Harpell, and seconded by Councillor Malloy, Council reconvened to regular session at 5:33 pm.

Motion approved.

- Council, by consensus agreed to appoint Councillor Harpell, Councillor Malloy, Deputy Warden Fuller, Warden Wier, and a potential current CAO from another municipality to the Selection Committee for hiring a CAO.

Adjournment

On motion of Councillor Baker, and seconded by Deputy Warden Fuller, there being no further matters of business, Council adjourned at 5:34 pm.

Motion approved.


Recorded By
Mallory Fraser, Municipal Clerk


Approved By
Warden Wier

Tourism Framework for Guysborough County, NS

A Regenerative Tourism Approach

A Community Work in Progress, January 2023



MISSION

In Guysborough County, we will achieve a flourishing tourism sector by being outstanding hosts and by sharing our history, community spirit, and wild nature through imaginative experiences that create joyful memories.





VISION

Guysborough County's tourism sector shares with visitors our sense of sanctuary for vibrant rural communities in a wild and healthy coastal environment.

VALUES

Sustains communities and environment by advocacy and actions.

Honours our diversity of peoples by celebrating their stories.

Authentically shares our history, community spirit, and nature.

Respects our people, wildlife, land, and sea.

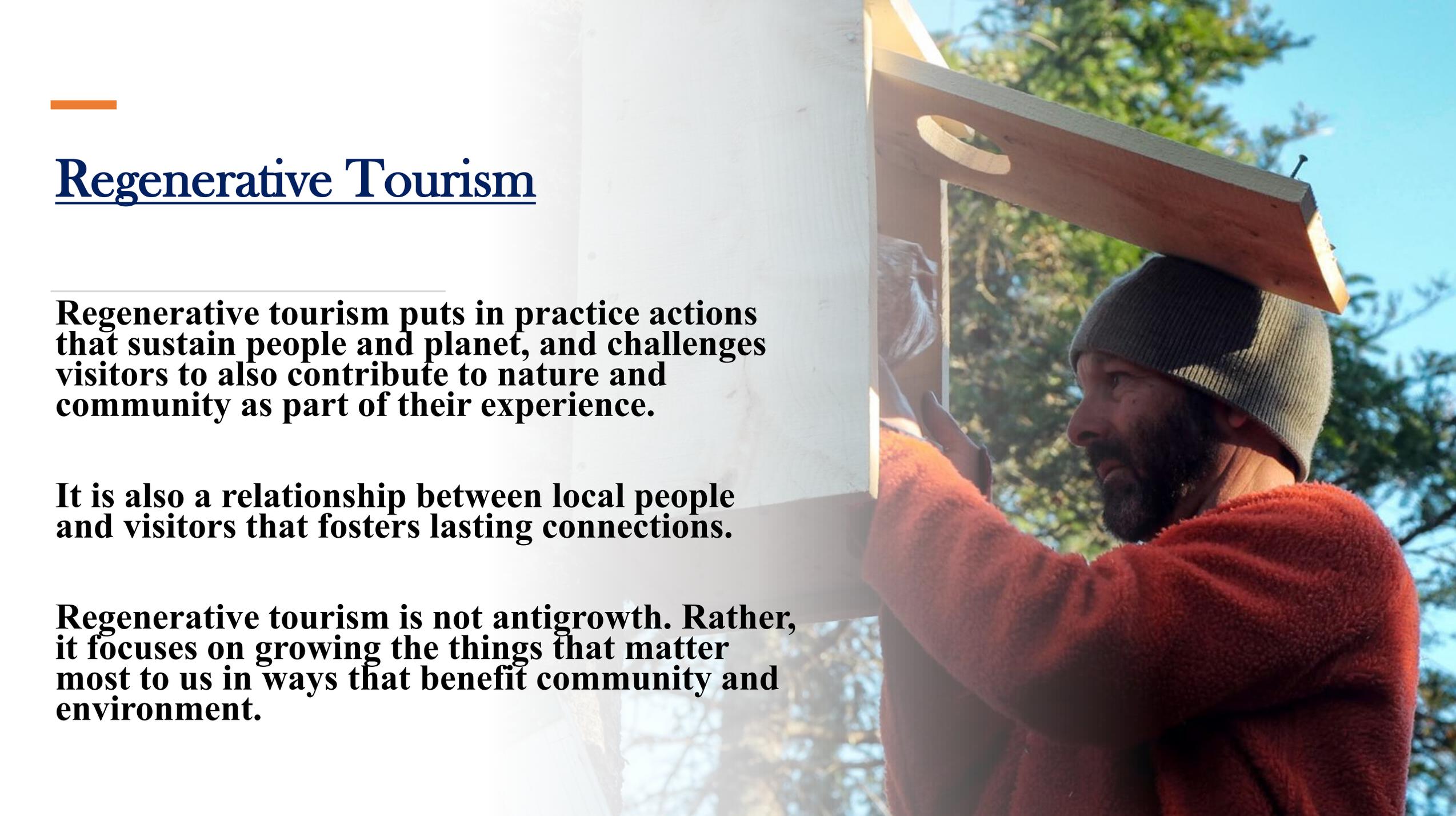
Empowers residents and visitors to participate in regenerative tourism.



PILLARS

Regenerative Tourism
Sustainable Marketing
Effective Partnerships



A man with a beard, wearing a grey beanie and a red sweater, is working on a wooden structure outdoors. He is holding a long wooden plank horizontally across his head and shoulders. The background shows green trees and a clear blue sky. The image is partially obscured by a white semi-transparent box containing text.

Regenerative Tourism

Regenerative tourism puts in practice actions that sustain people and planet, and challenges visitors to also contribute to nature and community as part of their experience.

It is also a relationship between local people and visitors that fosters lasting connections.

Regenerative tourism is not antigrowth. Rather, it focuses on growing the things that matter most to us in ways that benefit community and environment.

Regenerative Tourism: Key Actions

Promote our extraordinary identity while ensuring sustainable benefits.

- Define collective identity: Our Secret Worth Sharing.
- Establish tourism sustainability targets.

Establish a rich suite of authentic natural and cultural regenerative experiences.

- Provide training on regenerative tourism.
- Develop new experiences, true to brand and regenerative.
- Enhance existing attractions and experiences, looking to include regenerative elements.
- Creation of cultural and nature-based community hubs.

Create opportunities for Indigenous tourism in Guysborough County.

- Consult with local First Nations on this framework.
- Consult with Indigenous tourism operators to include their offers.
- Seek venues for Mi'kmaw artists to display their works in Guysborough County.
- Seek opportunities to partner on new experiences that include Indigenous elements.

Regenerative Tourism: Key Actions

Ensure visitors experience smooth, scenic, and serviced travel.

- Advocate for travel infrastructure (roads, way-finding, connectivity, rest areas).
- Refresh / create infrastructure to discover and access signature experiences.
- Promote community tourism service hubs.

Provide training and business supports for regenerative tourism delivery.

- Provide education for local citizens to become effective regenerative tourism ambassadors.
- Provide skills training for VIC and tourism staff to become excellent spokespeople for our regional tourism offers and the philosophy of regenerative tourism.
- Create a regenerative tourism recognition program for businesses.
- Teach regenerative tourism principles, as part of culture and nature-based community hubs.

A group of people are on the deck of a boat, looking out at a large body of water under a clear blue sky. One person in a purple hoodie is in the foreground, looking towards the water. Another person in a dark jacket and sunglasses is standing next to them. In the background, a person in a hat is also looking out. The boat's structure and a white chair are visible on the deck.

Sustainable Marketing

Sustainable marketing considers the triple bottom line, which includes environmental protection, social responsibility, and economic growth.

Sustainable marketing is active promotion of tourism experiences and services, highlighting regenerative tourism practices as part of marketing pitches.

We market to visitors who are truly interested in our communities, way of life, and nature.

Sustainable Marketing: Key Actions

Execute a strategy that engages tourism operators and partner contributions.

- Identify our tourism brand – authentic to place and create marketing strategy to reflect the brand.
- Foster external marketing relationships with TNS, TIANS, DEANS, and First Nations.
- Foster internal marketing by deeper engagement of local tourism operators and communities.
- As part of marketing imagery, present communities from the water, as they were first seen from ships.

Create a tourism portal of experiences and events for Guysborough County.

- Define the requirements and objectives of a portal web site for the county.
- Ensure the site is well populated and actively managed to remain current.
- Set-up the site as a welcoming front porch – a place to begin to meet the people of Guysborough County.

Market new signature experiences and events for Guysborough County.

- Conduct market research to understand Authentic Experiencer, Cultural Explorer, and Free Spirit needs.
- Link new signature experiences and events to existing marketed products and services.
- Create marketing efforts for new signature experiences and relate them to existing tourism services.

A person is standing on a rocky shore, holding a net, with waves crashing against the rocks in the background. The person is wearing a dark tank top and shorts. The water is blue and white with foam. The sky is clear and blue. The rocks are dark and jagged. The overall scene is a coastal landscape.

Effective Partnerships

Strong partnerships among tourism businesses, community groups, cultural organizations, nature-based organizations, municipalities, and marketing organizations will focus our regenerative tourism vision.

The partnership will be our means to strengthen our resolve and forge a new future for tourism.

By partnering we increase our effectiveness of delivery and benefit the social fabric of our communities.

Effective Partnerships: Key Actions

Create a strong partnership of regenerative tourism through active participation in the Tourism Guysborough County Association (TGCA).

- Encourage active participation in the Tourism Guysborough County Association.
- Develop and refine the mandate and bi-laws of the Association.
- Develop a mechanism for advocacy, coordination, communication, and sharing of resources.

TGCA will advocate for tourism with government and industry partners.

- Seek sustainable funding for tourism development in Guysborough County.
- Promote regenerative tourism practices with operators and partners.
- Partner to find means to better support tourism start-ups and established tourism operations.
- Ensure that proposed land and sea developments that are consistent with regenerative tourism.

Develop partnerships with First Nations.

- Consult with local First Nations on this framework to be more inclusive of Indigenous perspectives.
- Seek involvement of First Nations in development of regenerative tourism concepts, experiences, and events.

Effective Partnerships: Key Actions

Forge strategic partnerships with DEANS, TNS, and TIANS to help establish Guysborough County as a regenerative tourism destination for Nova Scotia.

- Liaise with DEANS to share expertise on effective event management and coordination.
- Work with TIANS to make full use of human resource training in tourism operations.
- Work with all partners to develop Guysborough County as a regenerative tourism region of Nova Scotia.
- Develop Guysborough County as a hub for regenerative tourism development for Nova Scotia.

Work together as stakeholders, citizens, ambassadors, and supporters toward sustainable communities and environment through tourism.

- Understand and support the needs of communities and build a sense of optimism.
- Provide better supports for entrepreneurs, new organizations, and business ideas that benefit communities.
- Create a seamless means for assisting new and existing tourism operators in growing their businesses.
- Find means to have regenerative tourism support sustainability of communities and environment.



Take Home Messages

Regenerative Tourism can help to differentiate our tourism offer.

We must reach a critical mass of authentic experiences and signature events in 3-5 years.

All local cultural communities must be engaged as part of our tourism offers, including Indigenous communities.

Take Home Messages

TGCA is an advocacy organization for regenerative tourism – expect frank conversations.

Marketing will only be of authentic experiences and events. Products must be of the highest quality.

Images and story lines are being developed for a county web site.





Calls to Action

Participation of a Councillor and Economic Development Officer in TGCA workings.

Support for the Guysborough County Web site – upgrades of video, photos and site (supports other marketing).

Support for sustainable marketing through the efforts of Coastal Nova Scotia (DEANS).

Support for Regenerative Tourism and authentic delivery of product.

St. Mary's Volunteer of the Year

Community Development and Recreation Department

SUMMARY

Each year, the provincial government recognizes volunteerism within communities throughout Nova Scotia. The Municipality of the District of St. Mary's will choose the 2023 Volunteer of the Year through a random draw of names submitted by non-profit organizations.

BACKGROUND

Though the Province of Nova Scotia's Volunteer Recognition program, municipalities are asked to submit a Volunteer of the Year representative. This year, the Department of Community Development and Recreation asked non-profit organizations to submit the names of all of their volunteers by June 2nd, 2023. Due to privacy concerns, only the names of volunteers who expressed permission to do so were included. All approved names will be placed into a random draw for the St. Mary's Volunteer of the Year designation. The volunteer chosen will represent the Municipality at a provincial luncheon in September as receive a provincial volunteer award from the Premier of Nova Scotia. A local volunteer appreciation event will be hosted in the fall by the Community Development and Recreation Department. The Volunteer of the Year will receive a token of appreciation from the Municipality at that event.

CONSIDERATIONS

Once a volunteer name is chosen, staff within the Community Development and Recreation Department will contact the organization of the chosen volunteer. The organization will inform their volunteer of the selection and will invite them to contact the Municipality to discuss next steps in the recognition process.

RECOMMENDATIONS

Based on the above considerations, staff are recommending that:

The Warden of the Municipality of the District of St. Mary's choose one volunteer name at random to be the St. Mary's Volunteer of the Year and a secondary name, in the event that the chosen volunteer does not wish to be the Volunteer of the Year.

Comfort Centre Policy – Draft 3

Municipal Clerk, Mallory Fraser

SUMMARY

The St. Mary's EMO Advisory Committee met on March 27th, 2023 and reviewed draft two of the Comfort Center Policy. The EMO Advisory Committee recommended the policy for approval. At the Council meeting on April 11th Council provided direction for staff to edit the Memorandum of Understanding to include that if a grant is given, it is the responsibility to maintain the equipment and to research how much can be budgeted to put funding towards comfort centre and emergency shelters.

BACKGROUND

The Comfort Center Policy has been drafted by staff to accompany the EMO Plan to allow the Municipality to ensure residents have adequate access to temporary sheltering following an emergency by developing a partnership with community organizations to open facilities. It is an overview of procedures and responsibilities regarding the activation of Municipal Comfort Centres & Emergency Shelters and outlines potential funding to registered facilities to ensure there is adequate facility coverage throughout the municipality in the event of an activation.

On March 27th, 2023, the EMO Advisory Committee made the recommendation to approve the Comfort Center Policy with amendments to include a section in the MOU that the Comfort Center shall remain a Comfort Centre until they provide 90 days notice to the EMO Coordinator and that if a Comfort Center opens on its own accord, its own insurance is liable. Staff made the agreed upon changes. At the Council meeting on April 11th Council provided direction for staff to edit the Memorandum of Understanding to include that if a grant is given, it is the responsibility to maintain the equipment and to research how much can be budgeted to put funding towards comfort centre and emergency shelters.

RECOMMENDATIONS

Staff recommend the approval of the Comfort Center Policy.