



NOTICE

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

DATE: Wednesday, March 6th, 2024

TIME: 4:00 pm

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

Please advise if unable to attend



Municipality of the District of St. Mary's

Committee of the Whole Meeting Agenda

Wednesday, March 6th, 2024 at 4:00pm

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

1. Call to Order
2. Roll Call
3. Additions to the Agenda
4. Approval of the Agenda
5. Approval of Minutes: COTW held February 21st, 2024
6. Business Arising from Minutes
7. Correspondence: 2024-2025 Strait Area Ground Search & Rescue Association Grant Request
8. Presentation: Ecum Secum Fire Hall – Mike Dunford and Tiffany Pye
9. Other Matters of Business
 - a. Staff Report – 2024/2025 General Government Grants
 - b. 2024/2025 Council and Warden Remuneration Comparison
 - c. 2023-2024 Municipal Operating Surplus
 - d. Coastal Protection - Review provincial changes. Verbal
 - e. 2024 Annual Ad Participation
10. In Camera: Legal Matters

Adjournment



Municipality of the District of St. Mary's

Committee of The Whole (COTW) Meeting

Wednesday, February 21st, 2024

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, February 21st, 2024, at 4:00 p.m. in the Council Chambers, Sherbrooke, N.S.

2. Attending:

Warden Greg Wier

Deputy Warden James Fuller

Councillor Everett Baker

Councillor James Harpell

Councillor Courtney Mailman

Councillor Charlene Zinck

Councillor Beulah Malloy

Absent with Regrets:

Also Attending:

Doug Patterson, Chief Administrative Officer (CAO)

Marian Fraser, Director of Finance (DOF)

Jadzia Graham, Interim Municipal Clerk

3. Additions to the Agenda:

- Addition to 8. Other Matters of Business item G. NSFM Spring Conference

4. Approval of the Agenda:

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

Motion approved.

5. Approval of Minutes:

Omission of previous COTW minutes held February 7th, 2024, Item g. Vulnerable Person's Registry, remove "Council discussed that the Municipality should put in the Municipal Newsletter, website, and Facebook Page that if residents would like to self-proclaim as a vulnerable person and wish to be checked on during bad weather conditions, the Municipality will keep a spreadsheet of there contact information and follow up during bad weather."

On the motion of Councillor Mailman, and seconded by Councillor Zinck, Council approved the minutes of the COTW Meeting held February 7th, 2024 with the correction of item "8. Other matters of Business item G. Vulnerable Persons Registry" be stated as a council request for staff to investigate a vulnerable person registry process and other municipal practices.

Motion approved.

6. Business Arising from the Minutes:

- There was no business arising from the minutes.

7. Correspondence:

- There was no correspondence.

8. Other Matters of Business:

a. Finance Operating Budget Update

- See the attached staff report.
- Director of Finance (DOF) Marian Fraser gave Council an update on the Draft 1 of the Municipal Operating Budget.
- Some highlights included in the report are the increase and decrease of budget for departments.
- Operating Fund: increase to residential taxes, decrease in licenses/permits, increase in fines, increase in interest on investments, unconditional and conditional budgets are similar to last year, increase to the municipal election budget, increase to RCMP/policing, and an increase to fire services.
- Environmental Development Services: increase to planning and subdivision. Total of \$176,683.
- Recreation and Cultural: increase to the Department of Community Development and Recreation, decrease to Sherbrooke Library and the same amount for Eastern Counties Regional Library. Total of \$488,964
- Transfer Station: increase salaries, decrease to the universal collection of waste and recyclables, increase to Household Hazardous Waste, increase to groundwater testing/ wells. Total of \$293,744.
- Sewer Utility: decrease in wages. Total of \$87,215.
- Economic Development: salary increase, increase on the main street project, increased tourism/digital assets, increase to climate change. Total of \$168,183.
- Community Development and Recreation: increase to Volunteer Awards, Canada Day same, increase to parks and trails for maintaining, increase to facility plans (\$10,000 grant). Total of \$129,415.
- Active Living: increase to summer grant, ACF grant remains the same. Total of \$57,997.
- Recplex Operating: decrease in private rentals, increase in employee wages, increase in power, and an increase in phone bills. Total of \$66,735.

b. Memorandum of Understanding ECRL

- See the attached staff report.
- Guided by the assistance of the consulting firm Davis Pier, the Municipality and the Eastern Counties Regional Library have worked together to write a proposed memorandum of understanding to facilitate the ongoing coordination and cooperation between the parties for the benefit of the users of the service provided by the Sherbrooke Library
- Key features of the Memorandum:
 - Define Guiding Principles that support responsiveness to the evolving needs of the community.
 - Support and call for effective communication and sharing of information between both parties.
 - Facilitate future joint planning with a call for participation of both parties.

- Defines minimum frequency for ongoing work defined by the MOU.
- Dispute Resolution criteria.
- Schedule C: This section defines Additional Service Hours.
- Defines Insurance coverage responsibilities for each party.

On motion of Councillor Baker, and seconded by Councillor Mailman, Council adopt the new Memorandum of Understanding between Eastern Counties Regional Library and the Municipality of the District of St. Mary's.

Recommendation adopted.

c. Recplex Generator and Project

- See the attached staff report.
- The Municipality, in partnership with Mulgrave and Guysborough applied for Atlantic Canada Opportunities Agency (ACOA) funding to create emergency shelter facilities.
- The project actions for St Mary's are to provide upgrades to the Municipal Recplex to enable the facility to house people on a 24-hour basis during a local emergency.
- Warden, Greg Wier asked staff what capacity is the generator going to run at when hooked up, Marian Fraser, Director of Finance (DOF) informed Warden, Greg Wier that it would be running at 50% when connected.

On motion of Deputy Warden Fuller, and seconded by Councillor Zinck, Council approved the award for the new Back Up Generator for the Recplex to KV Electrical Ltd. For \$89,500.00 Plus HST.

Recommendation adopted.

d. New Streetlight

- See the attached staff report.
- Council approved the erection of a new streetlight at Old Country Harbour Rd and the 316 intersections at the Council meeting held October 10th, 2023. Staff originally thought that we needed to add a street light when staff contacted Nova Scotia Power they went out to the area to assess whether or not we needed a pole installed.
- Nova Scotia Power recommended that the Municipality install a pole and light on the corner of the intersection, total cost for the project will be \$1403.62 (HST included).

On motion of Councillor Malloy, and seconded by Councillor Mailman, Council approve the \$1403.62 (HST included) to be paid to Nova Scotia Power to install a new pole and streetlight on the corner of Old Country Harbour Rd and 316 intersection.

Recommendation adopted.

e. Build Nova Scotia – Cellular Service

- See the attached staff report.
- Warden Greg Wier, CAO, Doug Patterson and EDO, Denise Dunn met with the President and CEO of Build Nova Scotia, David Benoit, and Senior Advisor to the CEO, Michael Shoveller to ensure the lack of coverage in St. Mary's is recognized and a key consideration in the Build Nova Scotia Cellular for Nova Scotia Program.

- The project is a two-phased approach:
 - The first phase, the Request for Proposals (RFP), is now closed and under review. The RFP sought innovative and cost-effective proposals to install cellular equipment on existing provincially owned towers and other existing towers and/or infrastructure identified by proponents to expand cell coverage in underserved areas. The focus is on more immediate innovative solutions.
 - The second phase will include an additional RFP to seek solutions for the remaining gap areas.

f. Municipal Election Planning

- The 2024 Municipal Election will be held in October for all Nova Scotia Municipalities. Voting will be completed, and winners will be announced on the third Saturday in October 2024. This will be October 19, 2024.
- The first step in the 2024 election will be the council selection of the Returning Officer and the assistant returning officers.
- **4 (1)** The council shall appoint a returning officer, who may be the clerk, another municipal employee or another person who is not a municipal employee, to conduct all regular and special elections required under this Act.
- **(1A)** The council may appoint one or more assistant returning officers who shall assist the returning officer in carrying out the returning officer's duties and who shall act in the place and in the stead of the returning officer when the returning officer is absent or at the request of the returning officer.
- **(1B)** The council shall appoint the returning officer for a regular election on or before the fifteenth day of March of the regular election year.
- **(1C)** The council may delegate its powers of appointment pursuant to this Section to the clerk or chief administrative officer.
- **(2)** The returning officer and the assistant returning officer shall, before entering upon the duties of office, take the oath in prescribed form.

On motion of Councillor Baker, and seconded by Councillor Malloy, Council appoints CAO Doug Patterson to assume the additional duties and responsibilities of the Municipal Returning Officer for the 2024 Municipal Election. Further, the Municipal Council appoints Interim Clerk Jadzia Graham, Clerk Mallory Fraser, and Receptionist Melanie Mills to assume the additional duties and responsibilities of the Municipal Assistant Returning Officer for the 2024 Municipal Election.

Recommendation adopted.

On motion of Deputy Warden Fuller, and seconded by Councillor Baker, to add an addition to the Agenda item G. NSFM Spring Conference.

Recommendation adopted.

g. NSFM – Spring Conference

- Nova Scotia Federation of Municipalities (NSFM) Spring Conference is May 8th -10th in Baddeck.
- Council decided that 2 members of Council and Cao are to attend, it was decided that Deputy Warden Fuller, Councillor Mailman, and CAO, Doug Patterson will be attending.
- Council advised staff to start the registration process as soon as possible to ensure hotel bookings.

9. In-Camera: Legal

On motion of Councillor Baker, and seconded by Councillor Malloy, Council agree to go In-Camera for legal matters at 5:30 p.m.

Motion approved.

On motion of Councillor Malloy, and seconded by Councillor Zinck, Council agree to reconvene to regular session at 5:54 p.m.

Motion approved.

Adjournment

On motion of Deputy Warden Fuller, and seconded by Councillor Mailman, there being no further matters of business, Council adjourned at 5:55 p.m.

Motion approved.

Recorded By
Jadzia Graham, Interim Municipal Clerk

Approved By
Warden Wier



10474 Hwy 4, Monastery, N.S. B0H 1W0

January 13, 2024

Municipality of the District of St. Mary's
PO Box 296
Sherbrooke NS
B0J 3C0

RE: 2024 Funding Request

Dear Warden and Councillors of the Municipality of the District of St. Mary's,

Please accept this correspondence as an official request from the Strait Area Ground Search and Rescue Association for funding in the upcoming budget for 2024 in the amount of \$5,000.00.

Strait Area Ground Search and Rescue Association was busy in 2023 with numerous searches. Our coverage area is the largest in the province, but we also travelled to assist in searches run by other teams in Nova Scotia.

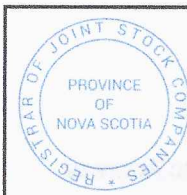
Our first project in 2024 is to renovate the utility trailer we purchased to replace our old Command Centre truck. After our members, the Command Centre is the most essential tool for conducting searches, and we are in dire need of one that is more modern and reliable. We'll be devoting most of our funds in 2024 to achieving this goal. We are also now paying for Wi-Fi internet in our hall, which helps us with training and administrative tasks.

During 2023 we welcomed and trained many new members and many of our existing members increased their credentials. In 2024 we will continue to increase our focus on training for all of our members. We also built a website this year, where you can learn more about our group and our activities:
<https://sagsar.wordpress.com/>.

Our team appreciates your time in considering our request. If you require additional information or would like a presentation to council, please feel free to contact me. We look forward to working with the District of St. Mary's in the future to promote safe and enjoyable experiences in the outdoors and to provide Search and Rescue service from a dedicated group of highly trained volunteers.

Sincerely,

Tony Sampson
Treasurer
Strait Area Ground Search and Rescue Association
Phone: 902-338-1773



Electronically signed by:
Office of the Registrar of Joint Stock Companies
Date: 12 February 2024 20:06 AST
Location: Nova Scotia, Canada
Contact: rjsc@novascotia.ca

Entity Snapshot

Entity details

Information as of	12 February 2024
Registry ID	3231521
Business/Organization Name	STRAIT AREA GROUND SEARCH AND RESCUE ASSOCIATION
Incorporation Date	26 September 2008
Annual Return due Date	30 September 2024
Type	Society
Status	Active
Registered Office	1047 HWY 4, MONASTERY, NOVA SCOTIA, B0H 1W0, CANADA
Mailing Address	11834 HWY4, HAVRE BOUCHER, NOVA SCOTIA, B0H 1P0, CANADA

Directors and Officers

Name	Position
ANDREW FORAN	Training
CARMEN (VAL) CASHIN	Director
CECIL A. CASHIN	President
CHARLES A. (TONY) SAMPSON	Treasurer
COLIN RANKIN	Safety
HEATHER SMITH	Secretary
JUDY BURKE	Membership
KENNETH MCCHESNEY	Vice-president
MARC GENUIST	Director
MATTHEW MACNAUGHTON	Director
PETER KIKKERT	Director
TANYA MCCHESNEY	Director
VICTOR PREEPER	Director



Registry of Joint Stock Companies

Date 06 September 2023

Charles Sampson

11834 HWY 4, HAVRE BOUCHER, NOVA
SCOTIA, B0H 1P0, CANADA

Receipt Num TR869803

Customer Ref. CT63031

H.S.T. # R125030429

Receipt

Sub Num	Name	Transaction Type	Registry ID	Total Cost CA\$
SR431106	STRAIT AREA GROUND SEARCH AND RESCUE ASSOCIATION	Annual registration of a society	3231521	\$31.15
Total				\$31.15

The payment was made against the account: AC1154

Transaction Type	Transaction Type	Tran Amount CA\$
Credit/Debit Card		\$31.15
Total Due/Paid		\$31.15

2023 Financials

Strait Area Ground Search and Rescue

Start..... \$ 11586.73

Revenue

Donations..... \$ 4377.85
Grants..... \$ 13,000.00
EMO Reimbursements \$ 10,220.88
RCMP Reimbursements \$ 4356.79
Raffles \$ 326.27
GST Rebate \$ 1195.34

TOTAL \$ 33477.13

Expenses

Monastery PC \$ 2409.29
RAM \$ 6985.98
Hall Insurance \$ 2368.00
NSP \$ 1577.78
Truck Sterling \$ 2062.05
Trailer \$ 1956.17
Training \$ 2369.07
GSAR Registration \$ 25.00
Bell Aliant \$ 529.33
Sullivans Fuel \$ 545.33
Credit Union Services \$ 60.55
Reimbursement Cheques \$ 11,358.25
Misc \$ 1922.85

TOTAL \$ 34169.75

BALANCE Start .. \$ 11,586.73 Plus .. \$ 33,477.13 Minus .. \$ 34169.75 Equals \$ 10894.11

BUILDING FUND

START \$

Revenue

Municipal Grants \$ 22,170.00

Expenses

Down Payment on RAM \$ 40,000.00

Service Charge on Certified cheque \$ 9.00

BALANCE Start \$ 62,020.83 plus Rev \$ 22,170.00 Minus Exp \$ 40,009.00 Equals \$ 44,181.83

SIGNED Tony Sampson (treasurer) Jan 10, 2024.

Organization Name: Ecum Secum Volunteer Fire Brigade
Registry of Joint stocks Active #: 3211332
Address: 24 Wharf Loop Road, Ecum Secum
Contact Person: Tiffany Pye
Contact Phone Number: 902-885-7070
Monetary Amount Requested: \$60,000

Description of Organization and Major Activities:

The Ecum Secum Volunteer Fire Brigade is a volunteer fire department that offers fire services to the community of Ecum Secum and the nearby communities of Marie Joseph, Liscomb Mills, New Chester, Moser River and more. The Brigade owns and operates the Ecum Secum Fire Hall located at 24 Wharf Road in Ecum Secum. The fire hall features a two-door fire bay where the department's trucks and equipment are located and a community space, which is used by the public for many different activities and events.

The Fire Brigade needs a new facility that would house both fire and community services in the Ecum Secum area. The organization's current facility requires major repairs such as the roof, walls, floor, kitchen, electrical and washrooms. These upgrades would cost hundreds of thousands of dollars to fix and repair. The site of the current facility is also an issue, as it provides very little parking space and will be challenging to meet accessibility standards mandated by the province by 2030. The current location is also very close to the ocean, meaning the facility experiences high winds during storms and could experience coastal flooding in the future. The salt water also has a damaging affect on the facility. The organization has concluded that a new location and facility is the best way forward for the community. The Brigade is seeking a more suitable location that will allow accessibility needs to be met and will be located away from the ocean.

The Brigade has aging equipment and trucks, meaning that all resources the organization has are currently going into replacing equipment so that fire services can continue to be offered in Ecum Secum and nearby communities. This has meant that there haven't been enough resources to put into the facility.

The Firehall facility is one of the only gathering centers in the Ecum Secum area. Other halls in the area have been shut down. The facility's condition and location is having a negative impact on emergency services in the community. In the past, it has been used as a warming center during emergency situations, but has since lost the ability to offer the community that service because of the facilities current shape. The Brigade feels that with the areas population growing and the high amount of seniors, the community needs an up-to-date building that is accessible, available and offers more community and potentially economic opportunities. The Brigade has a great group of members and

community volunteers who are willing to put in the time, work and effort to accomplish this project.

Outline event/activity/project that the organization is requesting funding for:

The Fire Brigade needs a new facility that would house both fire and community services in the Ecum Secum area. The organization's current facility needs major repairs such as the roof, walls, floor, kitchen, electrical and washrooms. These upgrades would cost hundreds of thousands of dollars to fix and repair. The site of the current facility is also an issue, as it provides very little parking space and will be challenging to meet accessibility standards mandated by the province by 2030. The current location is also very close to the ocean, meaning the facility experiences high winds during storms and could experience coastal flooding in the future. The salt water also has a damaging affect on the facility. The organization has concluded that a new location and facility is the best way forward for the community. The Brigade is seeking a more suitable location that will allow accessibility needs to be met and will be located away from the ocean.

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The funding requested from the Municipality will go towards early planning requirements for this project. The Brigade is committed to moving forward with this project appropriately, which will require planning such as having an engineered design created for a new facility, development of a business plan and fundraising strategy and starting the process of finding a new property for the new building. Brigade members have made a formal motion to build a new facility at a new location. A working group has been established who will lead the project and report to both brigade members and the public

throughout the process. Members will be reaching out to departments who have successfully built new facilities to receive guidance and advice. A community meeting will be held on February 24th to gather ideas from the public for the new facility.

List any other sources of outside funding known to date for the above event/activity/project:

None to date. Fundraising is underway by the Brigade to help with start-up costs for project. The organization has also reached out to MP Sean Fraser and MLA Greg Morrow to receive guidance for the early stages of the project.

On February 9th, 2024 the members of the Ecu Secum Volunteer Fire Brigade passed a motion to build a facility.

The Brigade has a goal of finding a new location for the department and building a roughly one-million-dollar facility. The facility will house fire trucks and equipment. The space will include an accessible community kitchen and all requirements to become a municipal warming centre as well as creating an area for economic activity such as offices or a space for a small business that can be rented or leased.

The department is hoping to receive support from all levels of government to achieve this goal and is asking the municipality for a contribution of \$60,000.

BALANCE SHEET FOR

Ecum Secum Volunteer Fire Brigade
(society name)

for the fiscal period ending 2022/12/31
(yyyy/mm/dd)

20

Assets

Current Assets

Cash and deposits

Accounts receivable

Prepaid expenses

Capital/Fixed Assets

Equipment

Land and buildings

Other capital/fixed Assets

31512.83

14280.00

58100.00

A. Total Assets

103892.83

Liabilities

Current liabilities

Amounts payable

Taxes payable

Long Term Debt

Mortgage

Other

B. Total Liabilities

Equity

Retained earnings/deficit

General reserve

C. Total Equity

103892.83

Total Liabilities and Equity (A must equal B + C)

103892.83

Auditor or
Director:

Dianne Pace
(signature)

Director:

(signature)

Dianne Pace
(name)

(name)



Service Nova Scotia

Registry of Joint Stock Companies

Financial Reports
Societies Act
Page 1 of 2

STATEMENT OF INCOME AND EXPENDITURES FOR

Ecum Secum Volunteer fire Brigade
(society name)

for the fiscal period ending

2022/12/31
(yyyy/mm/dd)

20

Income

Membership fees

Fund raising

Other revenue

Other revenue

32693.16
32693.16
26233.52
17273.00
76199.68

A. Total Income

Expenditures

Administration

Education and training

Insurance

Professional fees

Salaries

Other expenditures

Other expenditures

15063.99

708400

14066.82

188500

38099.81

B. Total Expenditures

C. Net Surplus or (Deficit) (A - B = C)

38099.84

D. Surplus or (Deficit), beginning of year

18170.02

E. Surplus or (Deficit), end of year (C + D = E)

56269.86

Auditor or

Director:

Dianne Pace
(signature)

Director:

(signature)

Dianne Pace
(name)

(name)

Staff Report



2024-2025 General Government Grants

Department of Finance

SUMMARY/BACKGROUND

Annually, as part of the Municipal Operating Budget deliberations, Council reviews applications submitted (due February 15th) for Grants to Organizations in accordance with the *General Government Grants Policy*.

The policy provides direction on three types of grants which Council can provide to eligible recipients.

1. District Grants
2. Grants to Organizations (GTO)
3. School Scholarships

The total of the three grant categories are funded through the Municipal Operating Budget. In 2023-2024 the total budget for General Government Grants was \$30,000 (District Grants \$17,000, GTO \$10,000, and Scholarships \$3,000)

DISTRICT GRANTS

Each Municipal Councillor will have an equal amount of funds per district to be allocated at their discretion in accordance with the policy throughout the fiscal year. In 2023-2024 each district was allotted \$2,428.57, totaling \$17,000.

The 2024-2025 fiscal year is an election year therefore as per the policy district grants cannot be allocated or spent three months prior to the election date (October 19th, 2024), therefore July 19th, 2024, and only 50% of the total district grants can be spent by July 19th, 2024. Below are options for Council's consideration for the 2024-2025 district grant allocations.

Total District Grant Funding Options	April 1st – July 18th, 2024 per district (7)	Post Election – March 31st, 2024 per district (5)
\$20,000	\$1,428.57 per district	\$2,000 per district
\$19,000	\$1,357.14 per district	\$1,900 per district
\$18,000	\$1,285.71 per district	\$1,800 per district
\$17,000	\$1,214.28 per district	\$1,700 per district
\$16,000	\$1,142.86 per district	\$1,600 per district
\$15,000	\$1,071.43 per district	\$1,500 per district

GRANTS TO ORGANIZATIONS

The following organizations have submitted applications for grants to organizations. Applications must comply with the municipal *General Government Grant Policy*.

Organization	Amount Requested	Notes/Last Rec'd	Reason for Grant Request
St. Mary's Trail Association	\$10,000	Requires presentation to Council. Last rec'd GTO 2021-2022	Trail Development to Pictou County line linking Guysborough Co. to SunnyBrae
St. Mary's Garden Club – under umbrella of NSAGC	\$5,000	Requires presentation to Council - Have received district grants	Participating in Annual District Rally – located at StFX
St. Mary's ATV Club	\$4,500	Received a GTO in 2023/24	Build and maintain trails within the Municipality
Goshen Community & Recreation Center	\$5,000	Received a GTO in 2023/24	Repairs to wheelchair ramp and accessibility improvements to facility
Hertiage Goldenville Society	\$600	Have received district grants	Computer and tv stand for presentation
Ecum Secum Vol Fire Brigade	\$60,000	Requires presentation to Council.	Rebuild Vol Fire Dept with Community component.
Saint Mary's Shooters Association	\$500	Have received district grants	Purchase Club Hats/t-shirts, prizes for events, and door replacement on club building and backstop repairs, and various repairs
Total Requested	\$85,600		

Eligibility requirements for Grants to Organization:

- Grants to Organizations focus on capital projects, program costs are eligible as long as they are not ordinary operating costs of an organization.
- Organizations are only eligible if they have not received the grant within the last two years.
- There is a minimum total project cost of \$2,000 for the applicant with the potential to receive up to 50% funding from the Municipality.
- Any one group or project cannot exceed funding for more than 50% of the total funds allocated in the Grants to Organizations category.

SCHOOL SCHOLARSHIPS

As per the *General Government Grant Policy* each year the Municipality provides a grant to the St Mary's Academy for scholarships to students who are residents of the Municipality graduating grade 12 and planning to further their post-secondary education. The annual grant amount is \$3,000, this amount has remained the last over the past number of years.

STAFF DIRECTION - TOTAL AMOUNT GRANTED FOR 2024/2025

At this point in the budget deliberations for 2024-2025 Municipal staff only require direction to take the

information from this COTW onto the AGM, where a formal motion will be made at that time.

Annual Ad Submissions

Ad Campaigns (2024)

SUMMARY

The Municipality advertises and promotes many events, activities, and holidays. that informs the Community of activities, events, and current information that is taking place in the Municipality of the District of St. Mary's..

In previous years the Municipality has put an ad in the journal whenever the Guysborough Journal staff reach out. Guysborough Journal has put together a list for the full year's ad campaigns and would like to know what the Council's thoughts are on doing all or a selected amount of ad campaigns. Prices are based on 2023 pricing.

BACKGROUND

Guysborough Journal advertises local businesses, activities and events happening in Guysborough County. The Municipality has the ability to advertise and support different holidays and promotional events in the Guysborough Journal.

This is a great opportunity to advertise and show support for the national holidays as well as promote the great activities and events happening in the St Mary's Municipality.

Pricing is as follows:

1/12 page: \$79

1/8 page: \$119

1/4 page: \$199

1/3 page: \$299

1/2 page: \$380

CONSIDERATIONS

Council may choose which Ad submissions they would like to participate in, Warden will read them off and Councillors will vote whether they would like to participate or not.

Ad Campaign	Date	Yes	No
• New Year's Day	Jan. 1 st		
• African Heritage Month	Feb. 7 th		
• International Women's Day	March. 6 th		
• Easter	March. 27 th		

Staff Report



• Volunteer Week (April 17)	April. 17 th		
• Congrats University Grads	May. 1 st		
• Mother's Day	May. 8 th		
• National Nurse's Week	May. 15 th		
• Father's Day	June. 12 th		
• High School Graduation	Jun. 19 th		
• Canada Day (June 26)	June. 26 th		
• Come Home Week	July 24 th		
• National Forest Week	Sept. 25 th		
• National Day for Truth and Reconciliation	Sept. 25 th		
• Mi'kmaq History Month	Oct. 9 th		
• Fire Prevention Week	Oct. 9 th		
• School Bus Safety Week	Oct. 16 th		
• Small Business Week	Oct. 23 rd		
• Continuing Care Month	Oct. 23 rd		
• Halloween Safety	Oct. 30 th		
• Remembrance Day	Nov. 6 th		
• Christmas Greetings	Dec. 11 th & 18 th		
• New Years Greetings	Dec. 25 th		

Staff Report



- Nova Scotia/Nunavut Command RCL – "Veteran's Service Recognition Book"

Nov. 11th

RECOMMENDATIONS

That Municipal Council directs staff to participate in the selected Ad campaigns that Council approved and to direct staff to follow up with executing the Ad submissions.