



NOTICE

- MEETING:** Committee of the Whole
- DATE:** Wednesday November 19th, 2025
- TIME:** 5:30pm (Immediately after the Council meeting)
- PLACE:** Council Chambers, 8296 Highway 7, Sherbrooke

Please Advise If Unable To Attend



Municipality of the District of St. Mary's

Committee of the Whole (COTW) Meeting
Wednesday, November 19th, 2025

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 of COTW held Monday November 3rd, 2025
6. Business Arising from Minutes
7. Correspondence
 - a. Letter from Mary Burns regarding Whale Sanctuary Project
8. Other Matters of Business
 - a. Staff Report – Requesting Inputs on Collection Contract – Public Works
 - b. Staff Report – 2025 Tourism Summary Report – Economic Development
9. In Camera – Contract Negotiations

Adjournment



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

1. Meeting, Date & Time:

Warden Fuller called the COTW Meeting of the St. Mary's Municipal Council to order on Monday, November 3rd, 2025, at 5:02pm in the Council Chambers, Sherbrooke, N.S.

2. Attending:

Warden James Fuller
Deputy Warden Beulah Malloy
Councillor Dana O'Connell
Councillor Scott Beaver
Councillor Emma Tibbo

Also Attending:

Lesley McFarlane, Chief Administrative Officer (CAO)
Marian Fraser, Director of Finance/Treasurer
Jadzia Rudolph, Municipal Clerk
Mallory Tibbo, Director of Community Development and Recreation
Keren Ruller, Director of Economic Development

3. Additions to the Agenda:

- Addition to #7. Correspondence item h. Email received regarding Sherbrooke Village Old Fashioned Christmas.

4. Approval of the Agenda:

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

Motion approved.

5. Approval of Minutes:

On the motion of Warden Fuller, hearing no errors or omission to the previous minutes, Council approved the minutes of the COTW Meeting held October 15th, 2025.

Motion approved.

6. Business Arising from the Minutes:

- a. A letter of support in response to the St. Mary's Hospital society has been drafted and all council members have reviewed and signed; the letter will be sent to the appropriate personnel.

7. Correspondence:

- a. Thank You – Antique and Classic Car Show
 - Please see the Agenda/Package for the correspondence.
- b. Halton Region Ontario - Public Safety Requirements to Protect Our Communities
 - Please see the Agenda/Package for the correspondence.

- c. Property Valuation Service Corporation (PVSC) – 2026-2027 Funding Requirements
 - Please see the Agenda/Package for the correspondence.
- d. Department of Municipal Affairs – John A. MacDonald – Welcome/Introduction
 - Please see the Agenda/Package for the correspondence.
- e. Association of Municipal Administrators of Nova Scotia (AMANS) – Professional Service Fee
 - Please see the Agenda/Package for the correspondence.
- f. Email received regarding Sherbrooke Village Old Fashioned Christmas
 - The municipality was copied on an email from Heather Laybolt regarding the concerns and disappointment regarding the admission fees to attend the Sherbrooke Village Old Fashioned Christmas. Council discussed.

8. Other Matters of Business:

- a. Staff Report – Staff Report – Recplex Overview – Director of Community Development and Recreation
 - Please see the Agenda/Package for the staff report.
 - Mallory Tibbo, Director of Community Development and Recreation provided Council with the booking process for the use of the St. Mary's Recplex.
 - Email: recreation@saint-marys.ca Call: 902-522-2049 all bookings must be made 24 hours in advance and 4pm Thursday at the latest, if for the weekend. Payment can be made at the municipal office, St. Mary's Recplex or online by adding the municipal office as a payee and sending it through a bill payment.
- b. Staff Report – St. Mary's Drought Update
 - Please see the agenda/package for the staff report.
 - Lesley McFarlane, Chief Administrative Officer (CAO) informed Council of the amount of water provided to residents up to October 29th.
 - The municipality has offered the St. Mary's Recplex as a shower facility and will be available for use until Friday November 8, and starting on November 12th, the SMECA Community wing, Fitness Centre will be replacing the facility. Residents will need to put a \$20 deposit on a key fob to get access to the fitness centre shower facility.

9. In-Camera: Contract Negotiations

On motion of Councillor O'Connell seconded by Councillor Beaver, Council agree to move In-Camera for Contract Negotiations at 5:17pm.

Motion approved.

On motion of Councillor Tibbo seconded by Deputy Warden Malloy, Council agree to reconvene to regular session at 6:18pm.

Motion approved.

Adjournment

On motion of Warden Fuller there being no further matters of business, Council adjourned at 6:18pm.

Motion approved.

Recorded By
Jadzia Rudolph, Municipal Clerk

Approved By
Warden Fuller

Nov 3/25

Dear Mr. Fuller & fellow
councillors

I am writing to you concerning
the "proposed" whale sanctuary.
I was dismayed to read that the
council is of the opinion that
it would promote economic
growth and would align with
~~economic~~ municipal goals for
development.

No, I am not against the whales
but I do not think this area off
the north atlantic is a suitable
environment for these animals
many experts will agree with
this statement

We were told many months ago that
the "project" would ~~not be a~~ ^{not be a} tourist
attraction and would be out of
bounds to the general public.
Now their story has changed
again

II

I do not think that the situation at Marineland in ONT. should be used to promote "this" project

another concern is the funding for this. We were told when it was first proposed that the cost had been raised due to many generous benefactors. now the situation has changed! They will have to raise "20 million" for construction plus \$2 million a year to maintain. and they will not depend on the gov't! are they dreaming?

There are many other concerns that we have. If you check out Mr. Vinick's statements over the past several years you will find facts that are not true and very confusing

I hope you will give this more consideration. I am a landowner and I do not appreciate the statements that all the local

111

residents are in favour. especially
since they do not know the
actual situation

Thank you for your attention

Sincerely

Mary F. Burns

Curbside Collection RFP

Renewal of Curbside Collection Contract RFP

SUMMARY

The five year contract with Eastern Shore Cartage for the curbside collection will expire March 31, 2027.

BACKGROUND

The contract for curbside collection is due for renewal. This contract is for the collection, removal and disposal of residential garbage and two stream recyclables for all year-round and seasonal households (including multi-unit buildings) and businesses on all public roads designated throughout the Municipality of the District of St. Mary's. Other Highlights of this contract include:

- Supply of one 40-yard container with cover for residential waste at the Municipal Transfer Station.
- Maximum allowable volume of 4 bags per week for garbage, unlimited collection for recyclables.
- Collection of residential waste weekly from June 1st to September 31st, the rest of the year is bi-weekly collection. Recyclables are collected biweekly year-round.
- Bulky items are on a bi-weekly collection.
- At least 80% of all collection vehicles must be no more than (10) years old.
- In the event the Contractor recommends that collection services be cancelled due to poor road conditions, authorization from the Municipality is required. Contact with the Municipal Clerk must be made by 6:00am on the day of the cancellation. Confirmation of cancellation will be done by the Municipal Clerk or designate. The Contractor will contact the local radio stations. Alternate collection dates will be decided on a case-by-case basis. The contractor will make all practicable efforts to resume collection within a period of 48 hours.

CONSIDERATIONS

Municipal staff will put out an RFP for a 5-year contract for curbside collection. Municipal staff ask that Council suggest changes needed for the new RFP for curbside collection.

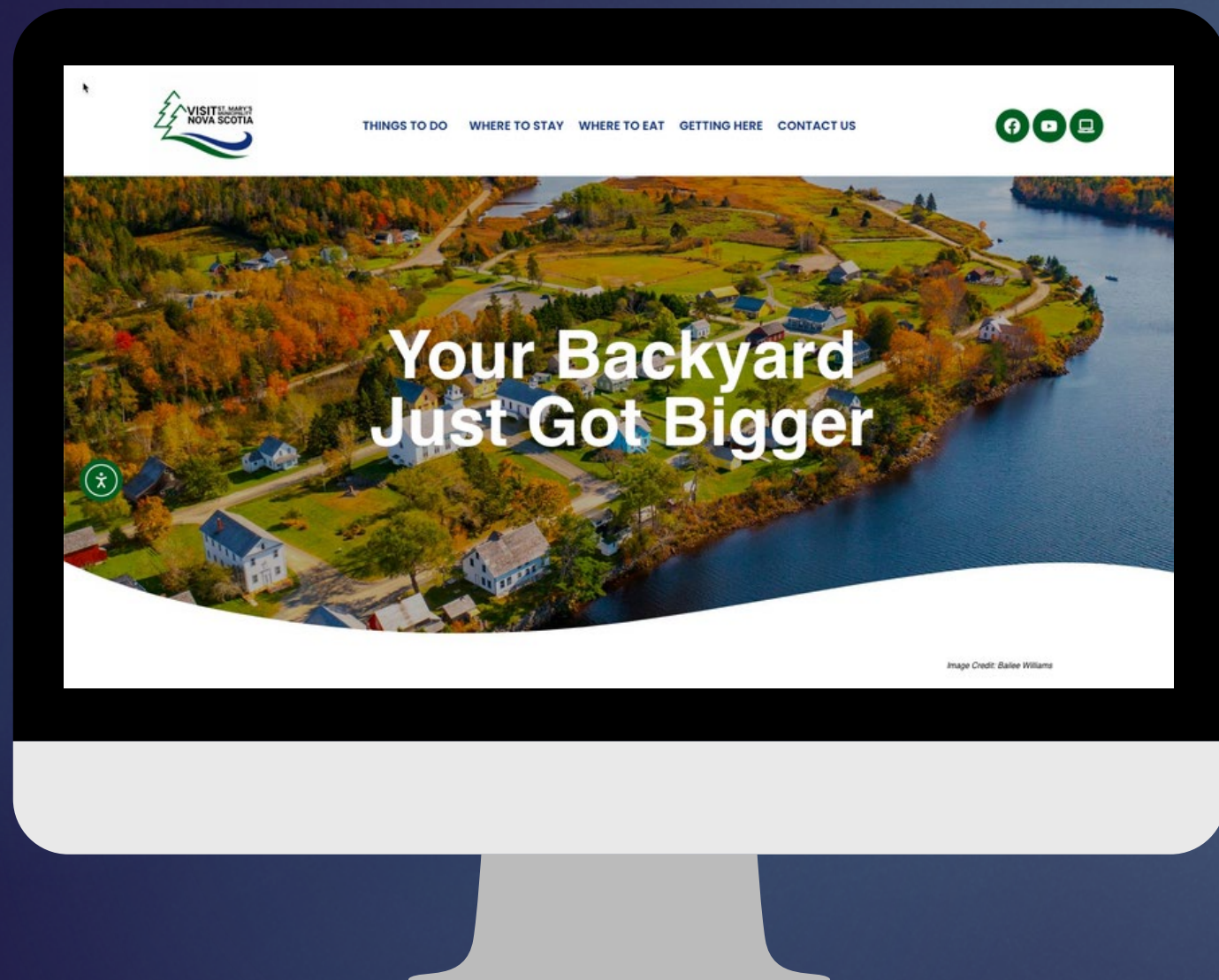
Reporting Period: May 1
– October 24, 2025

- ▶ Website Analytics
- ▶ Advertising Campaign
- ▶ Facebook Analytics
- ▶ Budget Summary

St. Mary's Tourism 2025 Summary



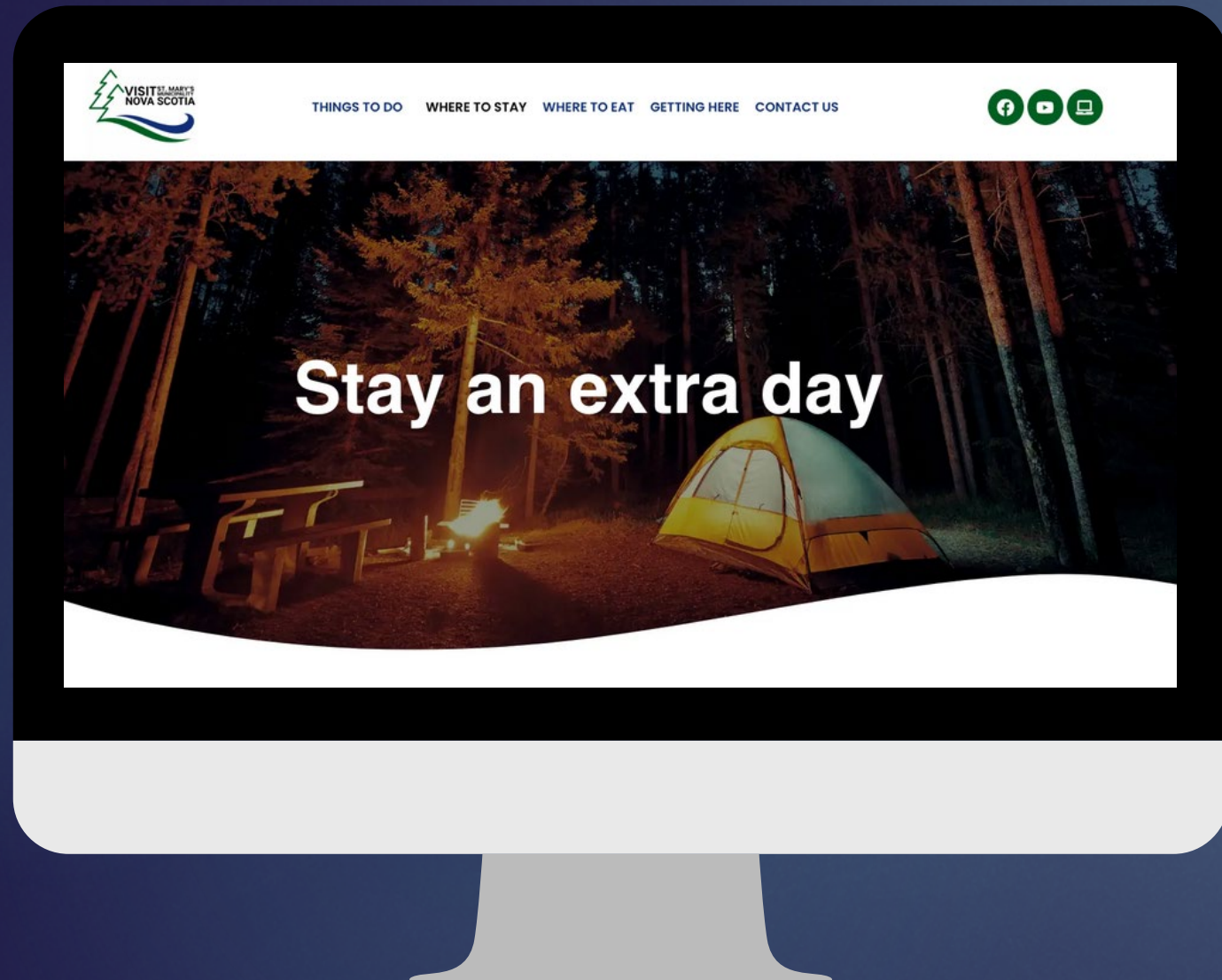
Executive Overview - Website Summary



- The St. Mary's Tourism website has attracted over 50,000 users since May 2025, showing strong visibility and steady growth throughout the tourism season.
- Visitors are discovering, exploring, and returning to learn more about St. Mary's as a destination. Social media and organic visibility* remain the top-performing channels with over 80% of traffic coming from these sources.

**Organic visibility refers to how easily users can find a website through unpaid search results. It's a crucial aspect of digital marketing that relies on effective Search Engine Optimization strategies to increase organic traffic.*

Audience Insights



- Total users: 51,000
- New users: 50,000
- Sessions: ~62,000
- Average engagement time: 6 seconds
- Event interactions: 203,000

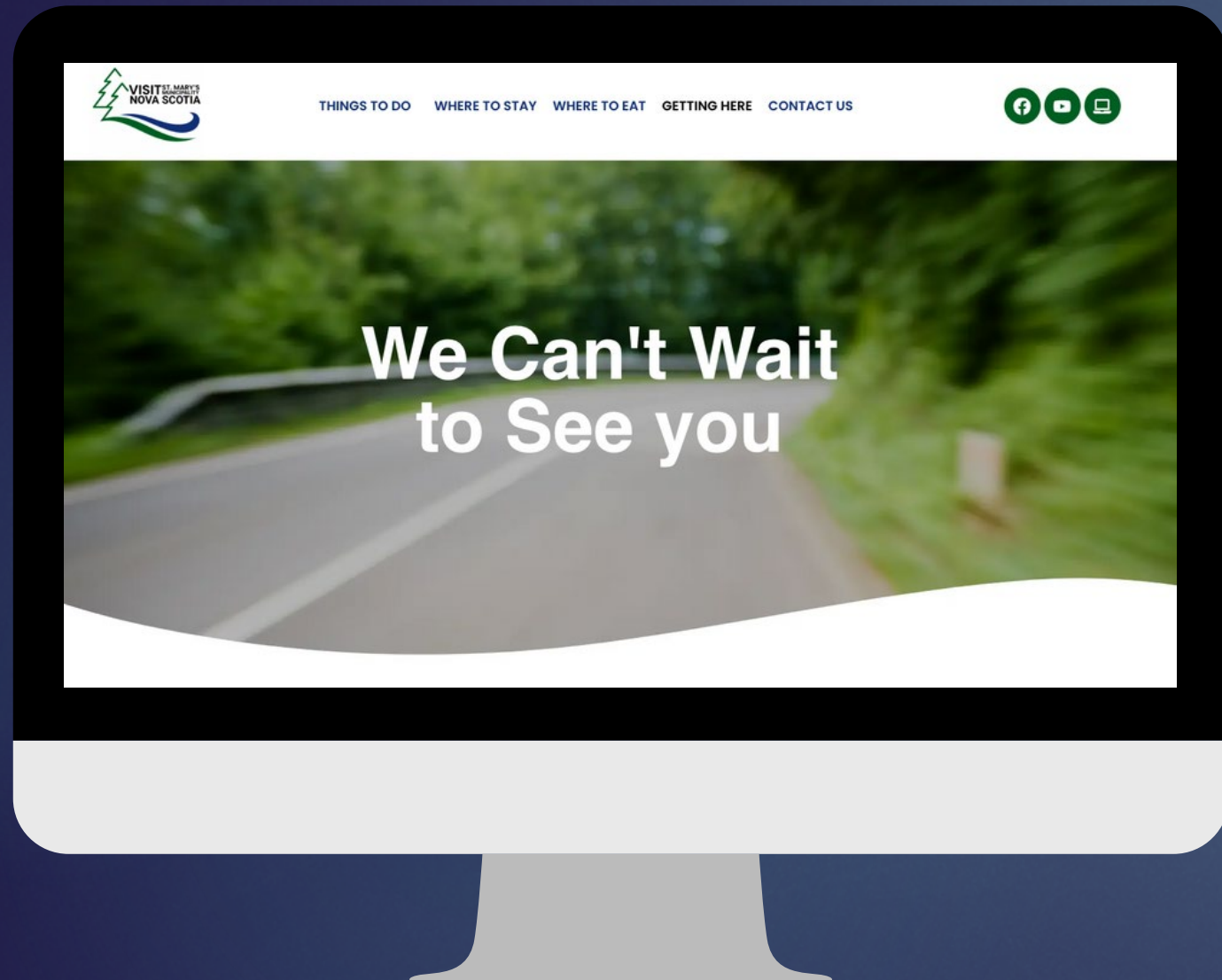
Top Countries:

- Canada 96.4% | United States 1.1% | Germany 0.6%

Top Cities:

- Halifax (11K), Fredericton (2.3K), Edmundston (2.1K), Dartmouth (2.1K), Moncton (1.9K)

Key Wins



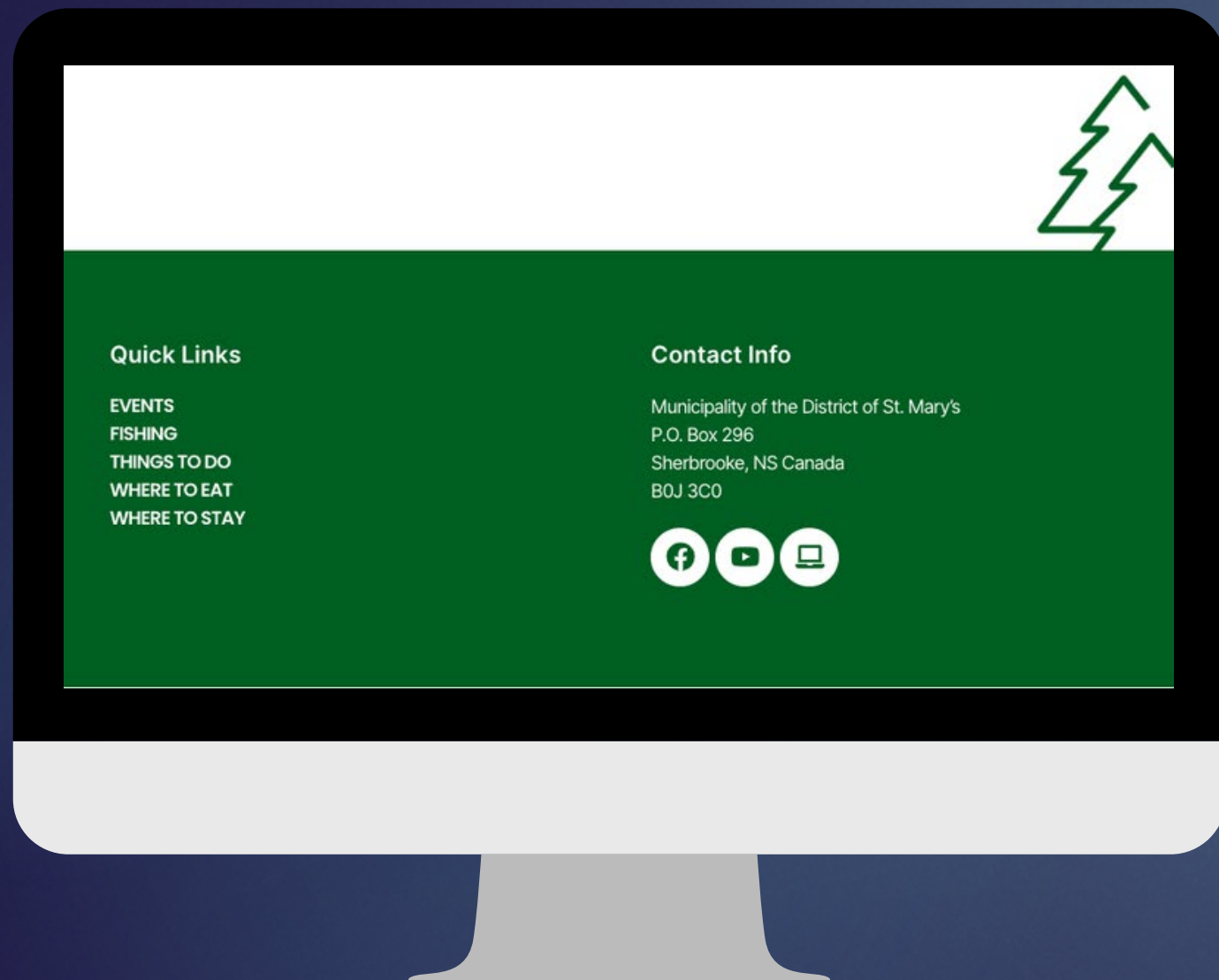
- Strong regional reach in Halifax and NB.
- Organic and social channels performing above expectations.
- Seasonal traffic peaks align with summer tourism trends.
- Direct traffic growth shows increasing brand recognition.

Areas for Improvement



- Low engagement time (6s average): simplify navigation and add clear Calls to Action (CTA's).
- Add trip planning and itineraries.
- Explore targeted campaigns for Atlantic Canada, U.S. and Germany.
- Local business engagement and promotion.

Key Takeaways for Council



- Over 50,000 people visited St. Mary's online this year.
- 95%+ of visitors are Canadian — mostly from Halifax and New Brunswick.
- Organic and social channels deliver cost-efficient reach.
- Next focus: converting awareness into tangible trip-planning actions.



Tourism Nova Scotia &
MODSM

Digital Content Marketing
Program (DCMP)
End of Campaign Report

EXECUTIVE SUMMARY

The Tourism Digital Content Marketing Campaign (DCMP ads) ran from June to the end of September 2025.

The strategy for the Municipality of the District of St. Mary's (MODSM) was to focus online awareness of the region as a Tourism destination, generate interest in local attractions and experiences while driving online traffic to local businesses in the area. The media plan used Social and Display Advertising to reach users.

The ad campaign was optimized to drive online traffic to the new tourism website through the creation of 22 new social media ads which were created by staff. Once on the website they could navigate to links for local attractions, events, experiences and businesses.

The following summary outlines the 2025 advertising campaign objectives and tactics used to best meet the campaign goals.

Campaign Objectives

- ✓ *"Get MODSM on the map!"* Increase awareness of MODSM as a travel and tourism destination on Nova Scotia's Eastern Shore. Increase website traffic to saintmarysnovascotia.com

Target Markets

- ✓ Nova Scotia, New Brunswick, & Prince Edward Island
- ✓ Ages 25+



Spend

\$7,639

Impressions

2,011,154

Clicks

161,230

CTR

8.02%

Hard Engagements

5,559

CPC

\$0.05

Social media users were targeted to drive traffic to the site, while also aiming to spark conversation with engaging content.

After analyzing the data, we identified the following insights:

Top Audience:

- Foodies
- Road Trippers
- Outdoor Enthusiasts

Top Demographic:

- Females
- Ages 55-64

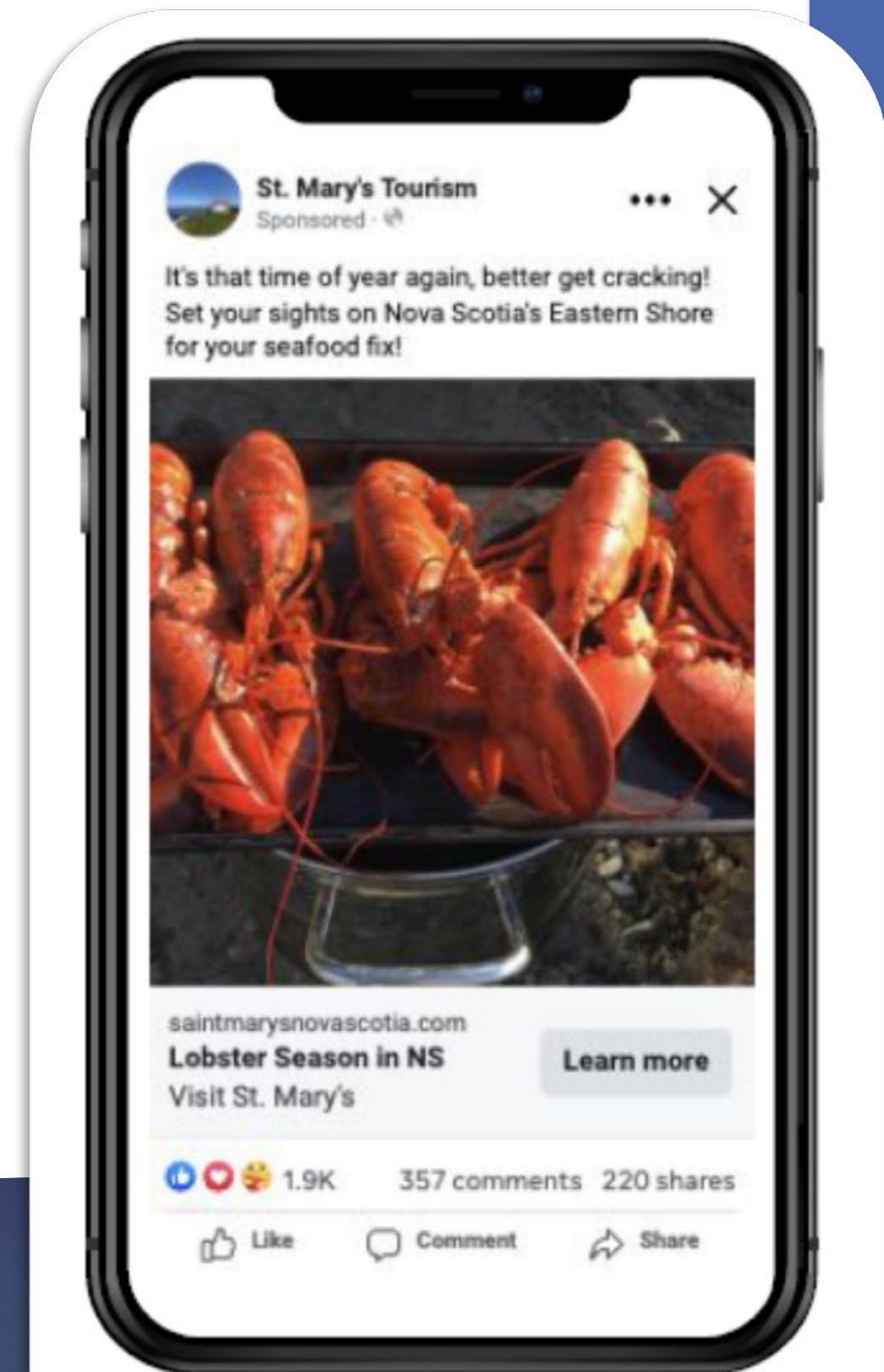
Top Geographies:

- New Brunswick
- Nova Scotia

SOCIAL TRAFFIC

*CTR – Click through rate

*CPC – Cost per click



Top Performing Creative
by CTR

Lobster – Feed
10.82% CTR

Spend

\$7,317

Impressions

11,863,722

Clicks

48,934

CTR

0.41%

CPC

\$0.15

Multiple users were targeted through the Display campaign which spread reach of the campaign through websites in the Google Display network.

After analyzing the data, we identified the following insights:

Top Audience:

- History & Culture Buffs
- Travel Affinity & Behaviour
- Road Trippers

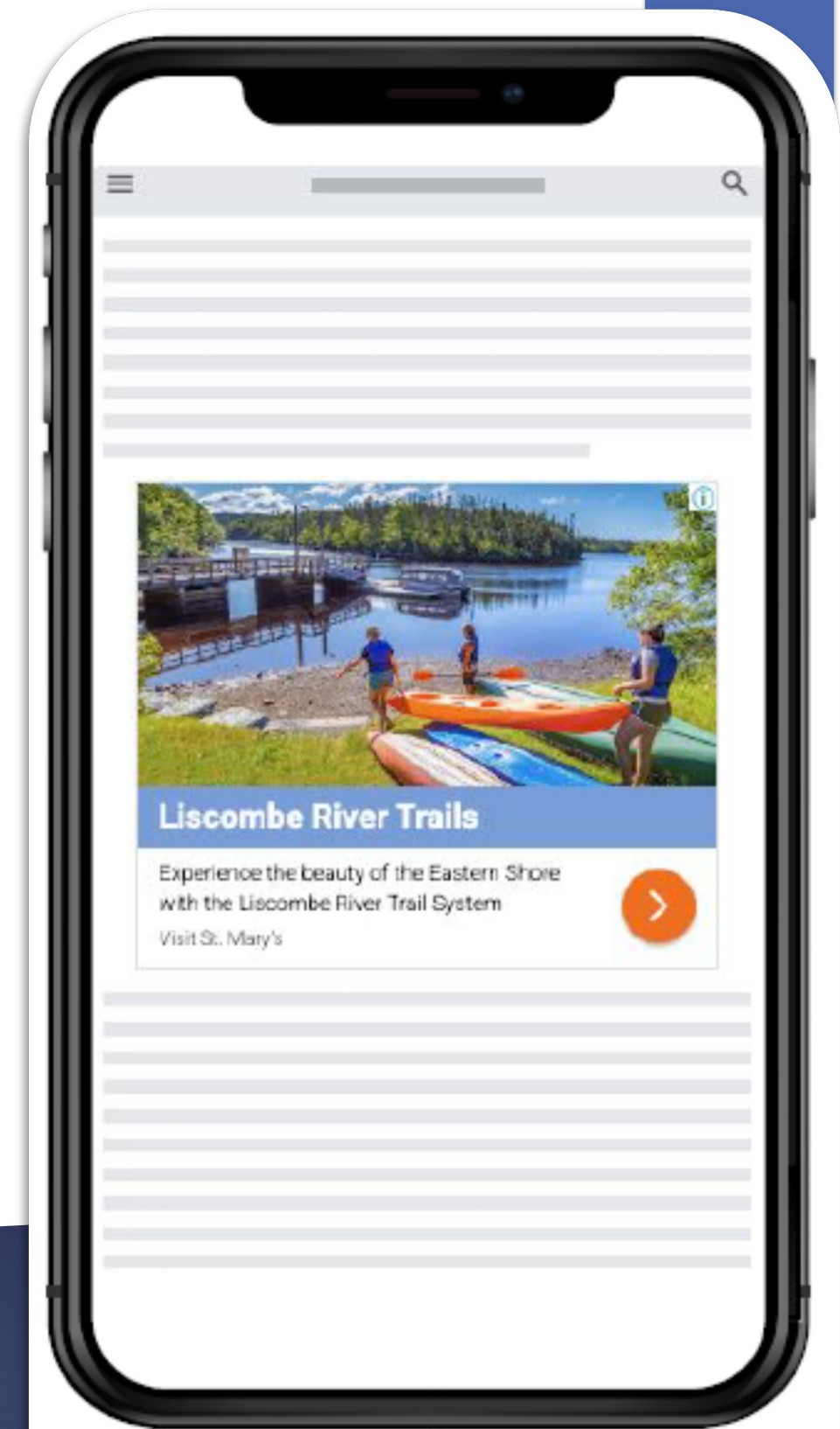
Top Demographic:

- Females & Males
- Ages 35-44

Top Geographies:

- Fredericton, NB
- Halifax, NS
- Saint John, NB

GOOGLE DISPLAY



Top Performing Creative
by CTR

**Outdoor Adventure -
Responsive**
0.45% CTR

46s

Avg Session Duration

Users spent an average of **46 seconds** on the website.

40,824

Users

The campaign generated over **40 thousand** users.

50,217

Sessions

The campaign generated over **50 thousands** sessions on the website.

163,072

Events

The campaign generated over 163 thousand goals on site.

(Events included click, file download, first visit, form start, page view, scroll, session start, user engagement.)

WEB PERFORMANCE

"Leaf" your worries behind - Visit St. Mary's Nova Scotia



Let your stress "Fall" away - Visit St. Mary's Nova Scotia!
<https://saintmarysnovascotia.com/>

Advertising Campaign Conclusion

The MODSM advertising campaign was highly effective in building awareness of the region and the new tourism website.

This was demonstrated by the strong volume of impressions generated across tactics, particularly from Google Display. While its click-through rate was slightly below benchmark, its broad reach effectively increased visibility and awareness among a wide audience.

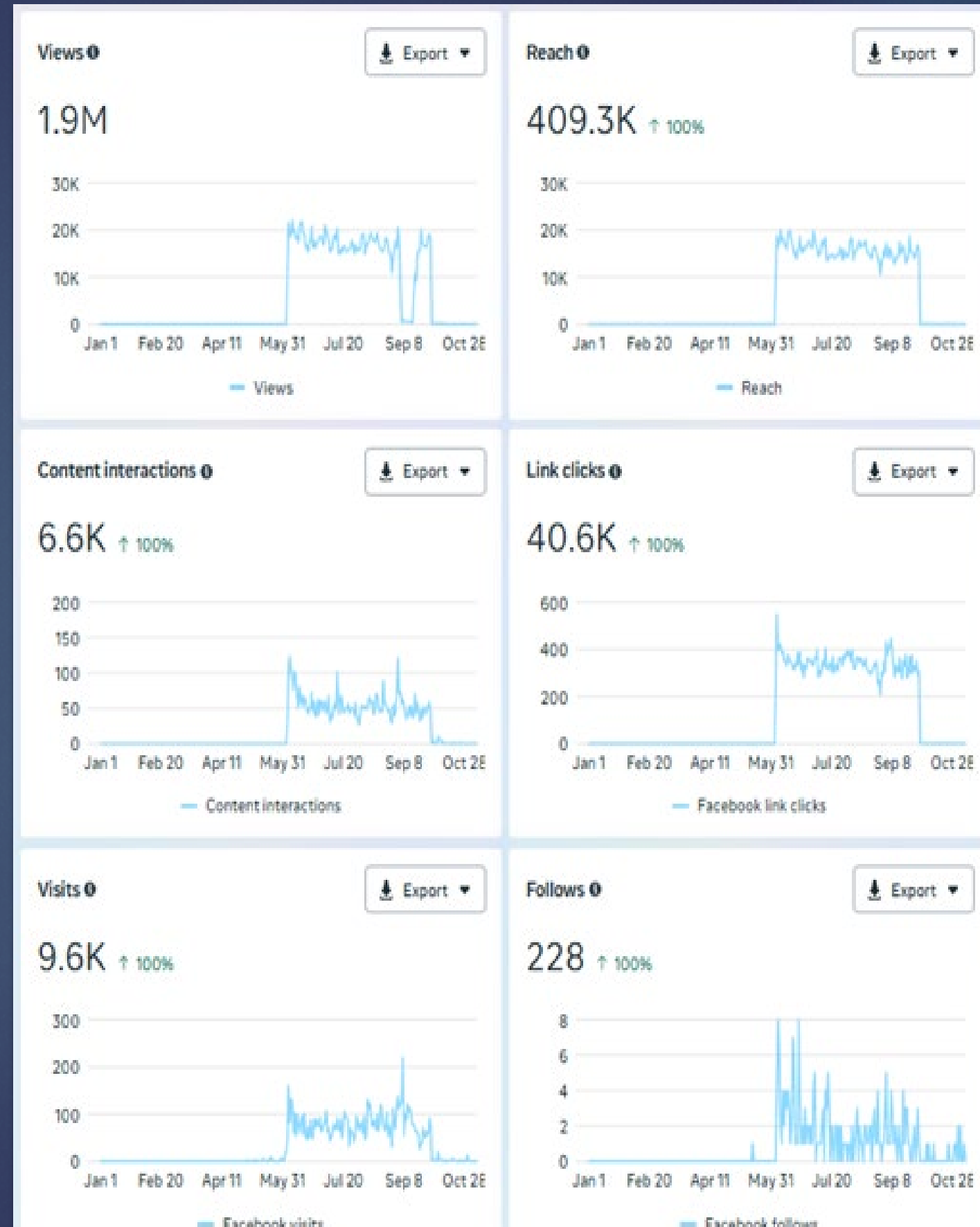
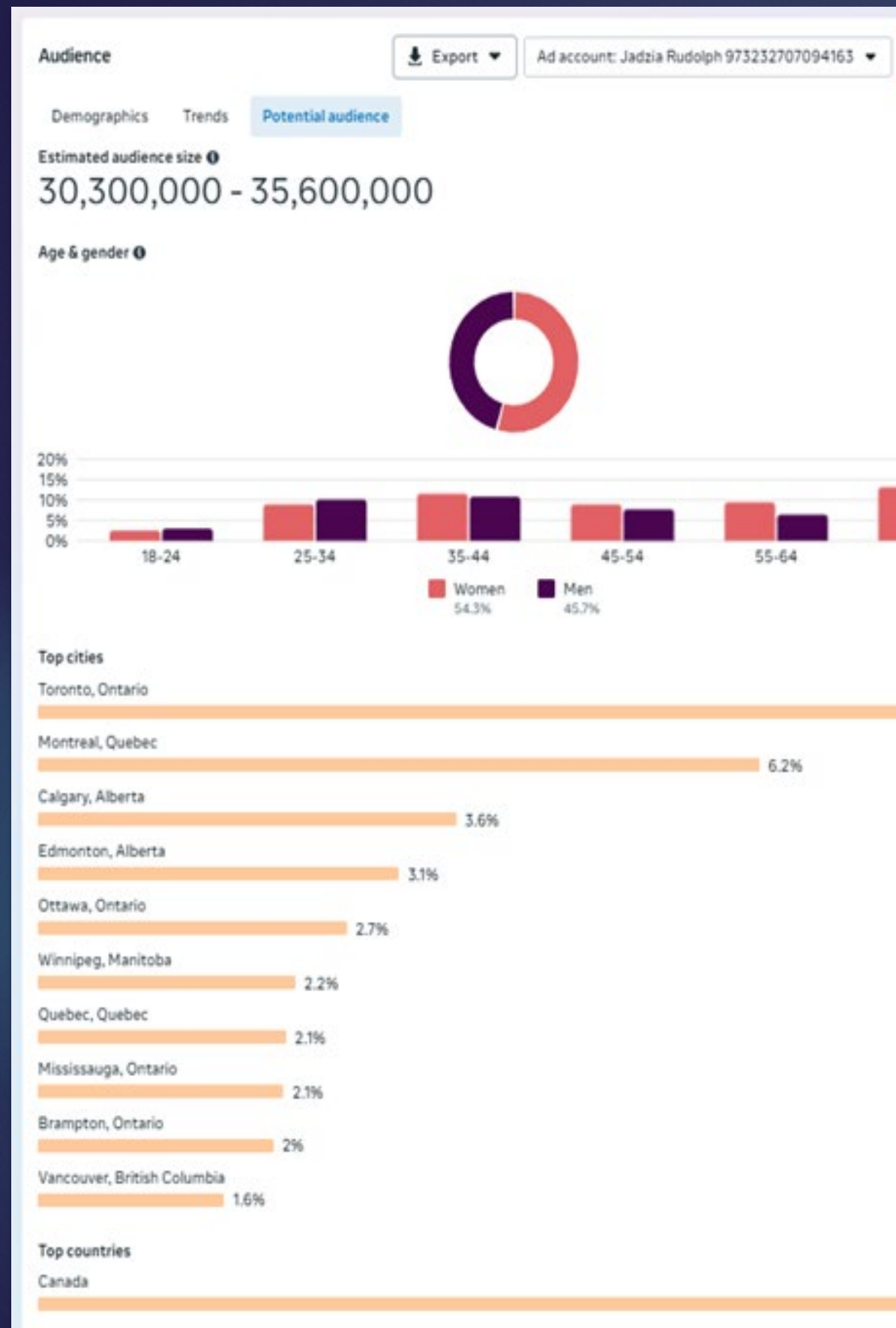
Social Traffic played a key role in driving qualified visitors to the website, achieving an impressive click through rate (CTR). In addition to driving traffic, social ads also sparked meaningful engagement (likes, comments, shares) helping to create conversations around the destination.

Content resonated strongly with top performing audiences of Foodies, Outdoor Enthusiasts, and Road Trippers. Females aged 55+ were the most engaged, showing the highest interest in exploring the site to learn more.





Tourism Facebook YTD Summary



New* Tourism Sector Strategic Plan for Nova Scotia 2025–2030

ROADMAP FOR SUSTAINABLE GROWTH

- 5-Year Plan for Sustainable Tourism Growth
- Call to Action and Key Players
- Why a Sector Wide Strategy is Needed

THE VISION- TOURISM IN NOVA SCOTIA:THRIVING IN ALL SEASONS IN ALL REGIONS

Nova Scotia's people, environment, and economy are flourishing in a year-round destination, and all regions have capacity to host and attract visitors

STRATEGIC THEME AND GOALS

- Destination Sustainability
- Investment Readiness
- Human Excellence and Tech Innovation Policy Alignment
- Community Wealth and Wellbeing
- Global Competitiveness



Budget Summary for Tourism 2025

Total Tourism Fiscal Budget Allocation for 2025–26 \$24,450.00

Budget Breakdown YTD total spent \$15,617.00 Includes:

- Version 1.0 Tourism Website Development and ongoing maintenance
- DCMP – Tourism NS digital advertising campaign
- Local Drone Photography
- Photography Contest Promotion
- Visit Guysborough Tourism Website Maintenance – St. Mary's Pages
- Coastal NS Tourism Conference and professional development for Social Media
- Coastal Tourism NS contributions