

COUNCIL COMMITTEE

A session of Council Committee of the Municipality of the County of Colchester was held in the Courthouse, Truro, Nova Scotia, on Tuesday, April 7, 2015.

Roll Call

The roll was called with the following Councillors in attendance:

Mayor Bob Taylor	
Councillor Christine Blair	District 1
Deputy Mayor Bill Masters, Chair	District 2
Councillor Geoff Stewart	District 3
Councillor Mike Cooper	District 4
Councillor Lloyd Gibbs	District 5
Councillor Karen MacKenzie	District 6
Councillor Michael Gregory	District 7
Councillor Doug MacInnes	District 9
Councillor Tom Taggart	District 10
Councillor Wade Parker	District 11

Regrets

Councillor Ron Cavanaugh	District 8
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Also Present

Mr. Ramesh Ummat, CAO
 Ms. Joy O'Neill, Economic Development Officer
 Ms. Crystal Deuville, Recording Secretary

Purpose

The purpose of the meeting was to hear external presentations from Central Nova Tourist Association, Mr. Willis Howell, Ms. Ellen Marshall, Truro and Colchester Chamber of Commerce and Ms. Joy O'Neill.

Central Nova Tourist Association

Mr. Devin Trefry, Acting Executive Director, provided an update on the background and current projects of the Central Nova Tourist Association (CNTA). CNTA has represented several municipalities and industries over the last 35 years. Marketing and promoting tourism locally is their main focus with marketing assets estimated at \$300,000.

One of the primary concerns with promoting tourism in the province is the closure of visitor information centres. With the increase in the use of smartphones and other technological sources, numbers are declining at these centres. Additional resources are needed to keep these centres open to the public. CNTA would like to meet with municipal offices and create a strategy to achieve this plan.

Resources need to be pooled together between CNTA and NS Tourism as both are working towards similar goals. Some municipalities have

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marketing levies so are able to secure provincial funding to assist with promoting tourism in their areas.

A request for additional funding was submitted to Council at its regular Council meeting in February.

Moved by Councillor MacInnes
Seconded by Councillor Gregory

“That the presentation from the Central Nova Tourist Association be received.”

Motion Carried Unanimously.

Willis Howell

Mr. Willis Howell discussed the condition of two roads in Debert; Soley Factory Road and Chisholm Road. There have been concerns from residents over the winter regarding the time it takes for these roads to be plowed. As they are both provincially owned roads, this issue will be added to the agenda at the next quarterly meeting with NS Transportation and Infrastructure Renewal.

Moved by Councillor Masters
Seconded by Councillor Gibbs

“That the presentation from Willis Howell be received.”

Motion Carried Unanimously.

NS 2015 Mi'kmaw Summer Games

Ms. Ellen Marshall presented on behalf of the NS 2015 Mi'kmaw Summer Games and discussed some of the following highlights:

- participation of 13 Mi'kmaw communities from NS, PEI and NB;
- approximately 2,500 athletes expected to be in attendance without including spectators and visitors;
- numerous activities included in the event;
- use of local recreational facilities as well as restaurants and hotels;
- economic spin-off for the local area.

A request for funding was submitted as a budget item under the economic development program. Once the budget is finalized for the Summer Games, a copy will be forwarded to Council.

Moved by Councillor Masters
Seconded by Councillor Cooper

“That the presentation from Ellen Marshall regarding the NS 2015 Mi'kmaw Summer Games be received.”

Motion Carried Unanimously.

Truro and Colchester Chamber of Commerce

Ms. Stephanie Jones and Mr. Andrew Lake made a presentation on behalf of the Truro and Colchester Chamber of Commerce (TCC). A revised proposal for the Greater Colchester Partnership was submitted with changes implemented based on suggestions by Council at the last meeting.

The new proposal eliminates the Executive Director position from the Board which significantly reduced the financial contributions requested from all parties. As proposed, the Board still consists of 4 municipal and 5 business representatives. The following outlines the revised funding requests over three years:

	Year 1	Year 2	Year 3
Colchester	\$15,000 plus one EDO salary	\$16,000 plus one EDO salary	\$17,000 plus one EDO salary
Truro	\$15,000 plus one EDO salary	\$16,000 plus one EDO salary	\$17,000 plus one EDO salary
Stewiacke	\$5,000	\$5,000	\$5,000
Millbrook	\$5,000	\$5,000	\$5,000
TCC	\$40,000	\$45,000	\$45,000

Local businesses are also contributing funding towards this partnership in which 54 businesses have pledged support totaling \$95,200 over the three year period. Letters of support were included from Mayor Mills and Mayor Robinson.

Discussions were held on the municipal representation on the Board as having a minority vote; the business community looking for a regional approach as opposed to a municipal one; and the past history between the County and the TCC. It was suggested a meeting be held with all stakeholders to discuss what each party is looking for in this model. As the existing approach is not working, efforts need to be made to collaborate together to get something started. A presentation was made at FCM based on an economic development model used by Niagara and Waterloo which may be beneficial to look at.

Moved by Councillor Gibbs
Seconded by Councillor Gregory

“That the presentation from the Truro and Colchester Chamber of Commerce regarding the Greater Colchester Partnership be received.”

Motion Carried Unanimously.

Branding

Joy O'Neill, Economic Development Officer for the Municipality of

Colchester provided some background information on what branding is and why it is needed. The main points were as follows:

- branding is not a tagline or logo; but a statement of identity;
- opportunity exists to create two brands - regional and corporate;
- need for Colchester to modernize its image and outlook;
- rebranding quotes of \$13,000 to \$24,000 - included as a current budget item;
- could have one regional brand with different taglines for individual communities.

Discussions were held regarding the existing signage at Debert Park. One concern is the amount of money that was previously spent on these signs and how they may be affected by the rebranding. Other options should also be looked into to save money including approaching the community or marketing students for ideas.

The Truro Re-brand Task Force was established to create a new brand for Truro which Ms. O'Neill has been attending the meetings. The Task Force will have an opportunity to create a new brand for both Truro and Colchester. It was suggested to include additional members from the County on the Committee.

Moved by Councillor Masters
Seconded by Councillor MacInnes

"That the presentation on rebranding be received and that Joy O'Neill continue working with the Truro Re-brand Task Force and further discussions be held with them on the taglines on the existing signage in Debert."

Motion Carried Unanimously.

Adjournment

Moved by Councillor Masters
Seconded by Councillor Gregory

"That the meeting be adjourned at 9:10 pm."

Motion Carried Unanimously.

Crystal Deuville
Recording Secretary