

COUNCIL COMMITTEE – PRESENTATION MEETING

The Council Committee/Presentations Meeting of the Municipality of the County of Colchester was conducted virtually via Zoom Webinars and in person, on Tuesday, March 3, 2026.

In peace and friendship, and in the spirit of truth and reconciliation, it was acknowledged that the Municipality of Colchester is in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq.

Roll Call

The roll was called with the following Councillors in attendance:

Mayor Christine Blair	(absent)
Councillor Paul Weatherby	District 1
Deputy Mayor Laurie Sandeson, Chair	District 2
Councillor Sheldon Richardson	District 3
Councillor Mike Cooper	District 4
Councillor Tim Johnson	District 5
Councillor Nigel Leggett	District 6
Councillor Sherry Martell	District 7
Councillor Marie Benoit	District 9
Councillor Lisa Patton	District 8
Councillor Charlene Fletcher	District 10
Councillor Allan Kennedy	District 11

Others Present

Dan Troke, CAO
 Suzanne Graham, Recording Secretary
 Tim Smith, Manager of Computer and Information Systems
 Jennifer Mantin, Economic Development Officer
 Sherri Lohines, Tourism Marketing Levy Coordinator

Presentations:

Starlit Beach Village Janea and Larry Bjornson, Owner/Operators

Mr. and Mrs. Bjornson appeared before Council to request changes to the Tourism Marketing Levy.

Mr. and Mrs. Bjornson addressed Council, citing several reasons why they believe the levy is unfair, including:

- Smaller operations are not contributing to the levy.
- Additional administrative burden being put on operators.
- Unfair targeting of accommodation providers and not other tourist industries.
- Lack of consultation and transparency.
- Impact on smaller businesses.

Discussion was held on:

- Which other municipalities have a tourism levy.
- What sort of consultation process actually took place.
- How staff are trying to ensure all accommodation providers are reporting.
- What criteria is used to decide if a location is included in the levy.

Moved by Councillor Martell
 Seconded by Councillor Kennedy

“That the presentation be received”.

Motion Carried.

**Central Nova Scotia Tourism Development Society
Nick Sharpe, Executive Director**

Mr. Sharpe appeared before Council to provide an update on the Society.

Included in the presentation was:

- A list of tasks completed since Nick started in November 2025 including: board governance training; stakeholder outreach; approval of first operating budget and development of a business plan.
- How they intend to use their funding: 50% leisure tourism, 25% event development and growth and 25% major strategic event hosting.
- Business plan pillars for fiscal 26/27 include: operationalizing the society, destination development and enabling event hosting.
- The ways they plan to achieve the plan pillars are: to define the society’s mission, vision, values and guiding principles; clarify the scope of services the society provides and those it doesn’t; strengthen governance; accountability; fiscal discipline; formal adaptation of core governance policies and of the corporate strategy; brand development and a destination website.

Brief discussion was held on:

- The difference between stakeholder outreach and stakeholder engagement.
- If the Society plans to host events to just help with event attraction.
- If part of the budget will go towards beautification.

Moved by Councillor Weatherby

Seconded by Councillor Cooper

“That the presentation be received”.

Motion Carried.

Adjournment:

Moved by Councillor Weatherby

“The meeting adjourn at 7:08 pm.”

Suzanne Graham
Recording Secretary