

PORT HAWKESBURY TOWN COUNCIL
PUBLIC MEETING
Shannon Studio
Minutes of Meeting
April 4, 2023

Present

Mayor, Brenda Chisholm-Beaton
Deputy Mayor, Hughie MacDougall (virtually)
Councillor, Mark MacIver
Councillor, Blaine MacQuarrie
Chief Administrative Officer, Terry Doyle
Director of Finance, Erin MacEachen
Manager of Engineering and Public Works, Jason MacMillan

Regrets

Councillor, Jason Aucoin

Guests

Destination Cape Breton, Chief Executive Officer, Terry Smith

1. Call to Order

A Public Meeting of the Port Hawkesbury Town Council was held in the Shannon Studio and virtually on Tuesday, April 4, 2023, and called to order at 7:00 p.m. by Mayor, B. Chisholm-Beaton.

2. Additions to Agenda

Mayor, B. Chisholm-Beaton mentioned that the Flag Raising Plan will be discussed under business arising from the minutes and the three letters will be discussed under correspondence.

There were no additions to the agenda.

3. Approval of Agenda

MOVED by Councillor M. MacIver, and SECONDED by Deputy Mayor, H. MacDougall “That the Town of Port Hawkesbury approves the April 4th, Public Meeting Agenda as presented”. MOTION CARRIED.

4. Gallery Presentations

Destination Cape Breton – Chief Executive Terry Smith

T. Smith provided Council with a presentation on Destination Cape Breton’s 2023/2024 Strategy. He talked about the Marketing Levy. Destination Cape Breton’s Lawyer has drafted a bylaw and CAO, T. Doyle had provided an update at a recent Council meeting. Visit Cape Breton.com sessions seen an increase of 32% over the previous year. He reviewed the past 5-year traffic from the three main markets, Maritimes, Ontario, and Quebec. He also provided an overview of registered room nights sold over the last five years and for short-term rental units (Airbnb & VBRO). He reviewed the tourism forecast and goals for 2023/2024, and talked about enhancing the brand of the island, and research that is focused on in the strategy. A few other items discussed were, research highlights, product innovation highlights, and the marketing plan.

Mayor, B. Chisholm-Beaton asked if there was future consideration to returning after visiting for the marketing plan. T. Smith said that is something that could be looked at and will bring back to his team. The plan is to focus on digital channels and enhance branding. T. Smith mentioned the 2030 vision document. Councillor, B. MacQuarrie mentioned a visitor satisfaction survey sees that it is one of the goals of the strategy. He asked if the results are available to view. CEO. T. Smith said that the assessments have not been conducted due to the lack of resources and staffing. Mayor, B. Chisholm-Beaton mentioned marine supports and that the Town of Port Hawkesbury has two advisory committees that are active in Town, The Port Hawkesbury Development Committee and the Waterfront Advisory Committee. She mentioned the possibility of developing a strategy from a tourism perspective and to have Destination Cape Breton, Cape Breton Partnership, and Develop Nova Scotia, and the Strait of Canso Yacht Club meet to discuss.

5. Acknowledgements

Mayor, B. Chisholm-Beaton asked if Council had any acknowledgments:

April 2nd - World Autism Awareness Day

April 17 - Equality Day in Canada

April 18 Earth Day

April 28 – National Day of Mourning for Workers who died on the Job

She congratulated the Quad County Female White Caps who all won Provincial Championships U11AA, U13A, U13AA, U18A.

There were no other acknowledgements

6. Approval of Council Minutes

i. Public Meeting of Council– March 7, 2023

There were no errors or omissions.

7. Business Arising from Minutes

There was no business arising from the minutes.

8. Council Committee Reports

i. Report from Committee of the Whole

Canadian History Banner

MOVED by Councillor, M. MacIver and SECONDED by Deputy Mayor, H. MacDougall “THAT the Town of Port Hawkesbury send a letter of support to Mrs. Morgan for the Canadian History Memorial Banner Program.” MOTION CARRIED.

Red Tribe Boxing

MOVED Councillor, M. MacIver by and SECONDED by Councillor, B. MacQuarrie “That the Town of Port Hawkesbury support the Red Tribe Boxing event on May 20, 2023, by donating half of the venue rental cost.” MOTION CARRIED.

Little River Watershed

MOVED by Deputy Mayor, H. MacDougall and SECONDED by Councillor, B. MacQuarrie “That the Town of Port Hawkesbury send a letter to the Minister of Public Works as discussed at the March 21 Committee of the Whole Meeting.” MOTION CARRIED.

Mayor, B. Chisholm-Beaton described the letters that were discussed at the Committee of the Whole Meeting. For discussion to discuss shared services with respective Councils. Chief Administrative Officers will schedule a time based on schedules.

MOVED by Councillor, M. MacIver and SECONDED by Deputy Mayor, H. MacDougall “THAT the Town of Port Hawkesbury send the prepared letter to Municipality of the County of Richmond.” MOTION CARRIED.

CAO, T. Doyle mentioned that the Town received a letter from Minister Lohr with the Department of Municipal Affairs informing that the Town of Port Hawkesbury has been approved for \$391, from The Sustainable Growth Fund. The funds can be stacked or leveraged for future developments for items such as solid waste management infrastructure, accessibility retrofits for municipal buildings, services-based projects, planning and designing pieces. CAO, T. Doyle will be discussing how to best use this program through the budgetary process.

12. Proclamations/Resolutions

MOVED by Councillor, B. MacQuarrie and SECONDED by Councillor, M. MacIver “THAT the Town of Port Hawkesbury proclaim May 2023 as Gaelic Nova Scotia Month in the Municipality of the Town of Port Hawkesbury.” MOTION CARRIED.

MOVED by Councillor, B. MacQuarrie and SECONDED by Deputy Mayor, H. MacDougall “THAT the Town of Port Hawkesbury approve Access Awareness week May 28th – June 3rd.” MOTION CARRIED.

13. Other Business

i. Council Expenses, CAO, T. Doyle

CAO, T. Doyle, gave an update on Council Expenses for the months of March. He reminded the gallery that Council expenses are posted on the Town of Port Hawkesbury website.

ii. Bylaw Officer Priorities – Mayor, B. Chisholm-Beaton

Mayor, Chisholm-Beaton asked what the priorities are around the Town of Port Hawkesbury. Councillor, J. Aucoin will take that forward to the committee on Council’s behalf.

Councillor, M. MacIver mentioned that policing the town’s bylaws such as parking. Staff could check By-law job descriptions for other municipalities that have officers currently.

Mayor, B. Chisholm-Beaton mentioned that maybe an opportunity to streamline some of the bylaws across municipalities. Deputy Mayor, H. MacDougall mentioned that each municipality has their own bylaws. CAO, T. Doyle stated that the Town had repealed a number of bylaws a few years ago. He notified Council that summary offence tickets are being printed and that the RCMP are working with staff. A Constable within the detachment that met with T. Doyle and has moved this initiative forward and he will send a letter of thanks to the staff that have moved this item forward.

Mayor, B. Chisholm-Beaton stated that Council will add for the short term to the Committee of the Whole Agenda.

iii. Offshore Wind Opportunities – Mayor, B. Chisholm-Beaton

CAO, T. Doyle reviewed the opportunity for the Mayor and the Town of Port Hawkesbury’s shared Economic Development Officer to attend a conference in Copenhagen the end of April. The Province has

confirmed that attendance at the conference would be waived. The Mayor is looking for approval to travel to Copenhagen to attend the Wind Europe Conference. CAO, T. Doyle asked Council to strongly consider the benefits of this conference. The Mayor of the Town to discuss the development of Nova Scotia is an excellent opportunity. He stated that he strongly supports the Mayor and the Economic Development Officer, Martin Thompson to attend. Mayor, Chisholm-Beaton asked if the two elected members that sit on Port Hawkesbury Development Committee could potentially help elevate the Town around Offshore Wind or supply chain developers. Mayor B. Chisholm-Beaton will look for the most economical travel plans as possible.

MOVED by Councillor, B. MacQuarrie and SECONDED Deputy Mayor, H. MacDougall "THAT the Town of Port Hawkesbury support the Mayor to attend the Wind Europe for a cost of \$3,500 and \$750 for the Economic Development Officer, Martin Thompson.

Deputy Mayor, H. MacDougall asked which department sent the invitation. Mayor, B. Chisholm-Beaton confirmed that the invitation came from The Department of Natural Resources and Renewables.

Amendment to the Motion

**MOVED by Councillor, B. MacQuarrie and SECONDED Councillor, M. MacIver "THAT the Town of Port Hawkesbury support the Mayor, attend the Wind EUROPE for an estimated cost of \$3,500 up to \$5,000".
MOTION CARRIED.**

Deputy Mayor, H. MacDougall mentioned that travel expenses will still be covered by daily allowances etc.

14. Approved Additions

There were no additions to the agenda.

15. Future Meetings

The future meetings of the Town Council are scheduled as follows:

- i. Committee of the Whole Tuesday, April 18, 2023
- ii. Public Meeting of Council Tuesday, May 2, 2023

16. Public Question Period

There were no questions from the Gallery.

17. Adjournment

MOVED by Councillor, B. MacQuarrie and SECONDED by Councillor, M. MacIver "That the Town of Port Hawkesbury adjourns April 4, 2023, Public Meeting at 8:32p.m." MOTION CARRIED.

May 4 2023
Date

TDO
Approved by:
Terry Doyle, P. Eng.
Chief Administrative Officer

Melissa Warner
Recorded by:
Melissa Warner
Communications and
Administration Officer