

**PORT HAWKESBURY TOWN COUNCIL
COMMITTEE OF THE WHOLE**

**Minutes of Meeting
Monday, February 18, 2013**

Present

Mayor, Billy Joe MacLean
Deputy Mayor, Brenda Chisholm-Beaton
Councilor, Dr. Trevor Boudreau
Councilor, Joe Janega
Councilor, Bert Lewis
Chief Administrative Officer, Maris Freimanis
Acting Director of Finance, David Gray
Director Marketing, Recreation, Tourism & Culture, Paula Davis
Director of Parks and Facilities, Jim Pyke
Town Solicitor, Larry Evans

Guest

CEO, Mary Tulle – Destination Cape Breton Association

Regrets

Andrea Coombs & Guests – Port Hawkesbury Paper

1. Call to Order

A meeting of the Committee of the Whole was held in the Shannon Studio, PHCC, Monday, February 18, 2013. It was called to order by Mayor MacLean at 7:20 p.m.

2. Additions to/Approval of Agenda

There were no additions to the agenda.

3. Presentations

Mayor MacLean welcomed Mary Tulle, CEO, Destination Cape Breton Association (DCBA) to the meeting. Ms. Tulle's presentation was an update to Council on the business platforms of DCBA which included visitor services, product development, marketing, and niche product. A question and answer period followed which included discussion on travel trends to the island, visitor decline challenges, product development for the island, signage, quality accommodations, and membership decline in some golf courses. Ms. Tulle stated improved signage, community promotion, and increased access for direct flights are some areas to address to increase visitor travel to the island. She stated the potential is hundred fold for Cape Breton Island to be marketed as a contained international destination. Ms. Tulle will provide Council with a copy of the Right Some Good Study and the 2011-2012 DCBA financial statements.

4. Dog Bylaw

The revised dog bylaw was provided to Council for review and discussion for inclusion on the Public Meeting Agenda for first reading on March 5th. Additionally, it will be necessary to implement a User Free Policy to enable fees set by bylaws to be reviewed and amended without the need to amend the bylaw to implement the fee changes.

MOVED by Councilor J. Janega, and SECONDED by Councilor B. Lewis "That the revised dog bylaw is recommended for first reading at the Public Meeting on March 5th". MOTION CARRIED.

5. 2013 FCM Annual Conference – Budget and Attendance

The 2013 FCM Annual Conference discussion included determining an equitable and budget conscience approach for attendance at this annual conference. Additional discussion included sending a contingent of two persons to attend each year (the Mayor and Deputy Mayor); additional attendance through the option of Mayor and/or Council paying their own way; and, determining conference attendance based on the conference location.

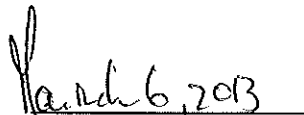
MOVED by Councilor Dr. T. Boudreau and **SECONDED** by Councilor J. Janega "To send the Mayor and Deputy Mayor to the 2013 FCM Conference with the option of additional Council attendance for those paying their own travel expenses. The attendance policy will be assessed for future FCM annual conferences". **MOTION CARRIED.**

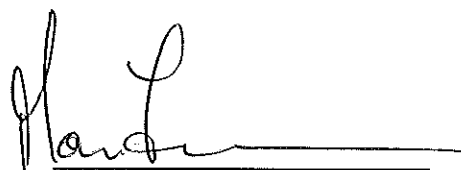
MOVED by Deputy Mayor B. Chisholm-Beaton, and **SECONDED** by Councilor Dr. T. Boudreau to recess In Camera at 8:45 p.m. to discuss a personnel item.

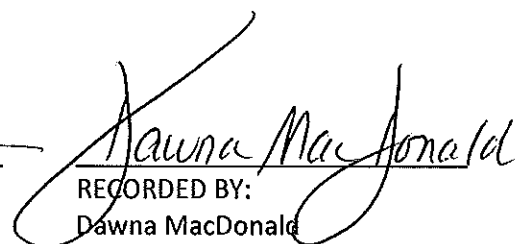
The Committee of the Whole meeting reconvened at 9:30 p.m.

6. Adjournment

MOVED by Deputy Mayor B. Chisholm-Beaton, and **SECONDED** by Councilor Dr. T. Boudreau "to adjourn the Committee of the Whole Meeting at 9:30 p.m. **MOTION CARRIED.**


DATE


APPROVED BY:
Maris Freimanis, CAO


RECORDED BY:
Dawna MacDonald