

**PORT HAWKESBURY TOWN COUNCIL
COMMITTEE OF THE WHOLE
Shannon Studio
September 16, 2025
Minutes of Meeting**

Present

Mayor, Brenda Chisholm-Beaton
Deputy Mayor, Iaian Langley
Councillor, Todd Barrett
Councillor, Paula Hart
Councillor B, MacQuarrie
Chief Administrative Officer, Terry Doyle
Director of Finance, B. Luciano
Director, Marketing, Recreation, Tourism, & Culture, Michelle Farrow
Manager, Facilities and Operations, Gordie Snook
Manager, Water Resource – Jason MacMillan
Acting Manager of Engineering and Public Works – Sajin John
Administrative and Communications Officer - Melissa Warner

Guests

Destination Cape Breton – CEO, Terry Smith
Destination Cape Breton Board Member – P. Davis

1. Call to Order

A meeting of the Committee of the Whole was held in the Shannon Studio, Tuesday, September 16, 2025, and called order at 7:00 p.m. by Mayor, B. Chisholm-Beaton.

2. Additions to Agenda

- Request Letter from Curling Club – CAO, T. Doyle

3. Approval of Agenda

**MOVED by Councillor, B. MacQuarrie and SECONDED by Councillor, T. Barrett
“to approve the agenda as amended.” MOTION CARRIED.**

4. Presentations

Destination Cape Breton CEO. T. Smith indicated that the main reason for his presentation was to update Council on the CBRM Marketing Levy decision made earlier this summer. On June 10th CBRM Council made the decision to keep 50% of the Marketing Levy funds they collect to start their own events initiative. The Board decided that one municipal decision should not impact the rest of the municipalities. He noted that CBRM is the second biggest marketing levy collector this year. T. Smith provided some of the initiatives that DCB has been working on such as their summer campaign which wrapped up. He indicated that they are always planning two seasons ahead. He stated that a marketing agency has been hired and they are currently working with actors to incorporate humor. We have some brand research that is in development this year. He indicated that they are collaborating with local content creators. He reviewed the Destination Development Standpoint, Year-to-Date results, and the markets and Room Nights Sold. He noted there was a short decline due to, the spike from the Womens

Curling that was hosted in Sydney in 2024. Councillor, P. Hart asked about the impact due to the Fire Bans. T. Smith indicated that DCB have been advocating for support for the Service Providers that were impacted by that Fire Ban. He mentioned local owners TNT Adventures.

Councillor, T. Barrett asked about adding another day – Most folks stay 4 days if another day could be added to the stay it would impact the Island greatly.

Councillor. B. MacQuarrie. Asked about the Marketing Levy and timing of the amount CBRM provided. CEO, T. Smith, noted that CBRM was partially through their fiscal year when they made the decision to keep a portion of what was budgeted. B. MacQuarrie mentioned that about 30 years ago there were students at the Canso Causeway with questionnaires. He asked about the feedback now and asked about negative impacts. Online focus groups with people that have visited. T. Smith noted that visitors mention that they have indicated that they expected the quality to be higher. B. MacQuarrie asked about the shortening of operational hours from the Visitor Information Center (VIC). T. Smith noted that The Province is not putting as much value on the VIC as they used to.

Deputy Mayor, I. Langley asked what can be recommended to Council to Focus on for a tourism priority. CEO, T. Smith mentioned creating reasons for people to want to stay longer. New attractions, Waterfront development plans, and events are great and have more impact once a new hotel is in place.

5. Council Reports on Assigned Committees

Councillor, B. MacQuarrie

July 24th & August 26th – Strait Area Transit Board Meeting – He indicated that he has been Chair of the Board since 2020, and he was nominated again but declined. The new Chair is Councillor, John MacLennan from Inverness County and the Vice is Claude Broussard and Secretary is Amanda Mombourquette.

September 3rd – Community Development Advisory Committee Meeting – Try to identify some priorities.

Councillor, T. Barrett

June-21 – Eastern Zone Healthcare Update from NS Health

June 24 - Mi'kmaq Cross Cultural Awareness Training

June 25th – EverWind Fuels project Update

June 26th- Superport Days in Dundee

July 3rd - Cape Breton South Recruiting for Health

July 7- Meeting with New Owners of Maritime Inn

July 8 – Chaired the Growing Port Hawkesbury Committee Meeting

July 30th – Met with Developers and Business looking to operate in Port Hawkesbury

August 1 – Emergency Council Meeting

August 5th – Landrie Lake Water Utility Meeting

August 8 – Met with Director of Planning and Development from another Municipality to discuss ideas.

August 12 – Chaired Growing Port Hawkesbury Committee Meeting

August 14 – Attended NSFM Policing Review in Halifax; Met Virtually AT Home Housing Association Steering Committee
August 19 – Sport Wall of Fame Committee Meeting
August 21 – Landrie Lake Water Utility Board Meeting
August 22 – Cape Breton South Recruiting for Health Physicians Reception
August 27th – Met with a Non-Profit Housing Organization
September 9 – Atlantic Hydrogen Alliance Webinar: Police Advisory Board Meeting in Mulgrave
Sept 11 – At Home Housing Association Committee Meeting

Councillor, P. Hart

June 22 – Staff BBQ
June 24 – Mi'kmaq Cross Cultural Training
June 25 – Friends United EverWind Fuels Update Session
June 26 – Assisted with Flower Planting Initiative alongside Town Staff
July 1 – Canada Day Celebrations
July 4 – Bluenose II Dinner
July 24 – Strait Area Transit Board Meeting
August 1 – Emergency Meeting of Council
August 21 – EverWind Fuels Tugboat Ceremony
September 2 – Council Meeting
September 3 – Community Development Meeting
September 9 – Policy Advisory Meeting

Deputy Mayor, I. Langley

Deputy Mayor I. Langley reviewed his report:

June 25 - Superport Days in Dundee - was in attendance for multiple networking opportunities and attended a meeting with the Premier and Minister of Energy with respect to Landrie Lake Water Utility

July 1- Rotary Club Canada Day BBQ – EverGreen Club
July 7 - Growing Port Hawkesbury Committee Meeting & Met with new Owners of Maritime Inn
July 8 – Busy throughout July with Cactus Representatives L. Thompson
July 21- EverWind Fuels Staff - Christine
July 23 – First Discussion with Svitzer on Office & Warehouse Space
July 30 – Attended a meeting with Svitzer, TOPH's Economic Development Officer, and Town Staff
July 31 – Landrie Lake Water Utility – Agreement Review
August 1 – Emergency Meeting of Council
August 5 – Landrie Lake Water Utility Board
August 6 – Follow Up from Water Utility & Growing Port Hawkesbury
August 8 - Met with Strait of Canso Yacht Club – 2 members of the Executive
August 12 – Travel Nova Scotia Regulatory Appeals Board
August 13 – Attending a virtual meeting on behalf of the Landrie Lake Water Utility
August 14 – Preparation for meeting & Follow up from Landrie Lake Water Utility Business

August 18 – Meeting with Strait of Canso Yacht Club Executive alongside Councillor Barrett and EDO, Rachelle Samson
August 20 – Lunch meeting with Strait of Canso Yacht Club Commodore
August 21 – Landrie Lake Water Utility Board Meeting & Meeting with EverWind Fuels Employee
August 25 – Svitzer Officially based in Port Hawkesbury
September 2 – Public Meeting of Council
September 3 – Meeting with Port Hawkesbury Paper, Community Benefits Meeting, Met with

Mayor B Chisholm-Beaton

- Superport Days
- EverWind Event
- Cultural Awareness Training
- Several AMA and NSFM Meetings
- Growing Port Hawkesbury
- LLWU
- IDEA Committee –
- Strait of Canso Offshore Wind Task Force – Every two months
- Clean Leadership Program
- Various meetings with developers
- Various meetings with NSPW
- Meetings throughout the Summer re: Austin Letcher
- Allan J. MacEachen Airport
- Volunteer Awards Ceremony
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Councillor, B. MacQuarrie indicated that the Rotary Club has existed since 1961 and they are closing their doors. He stated that he would like to acknowledge their contribution to the Town all those years.

Deputy Mayor, I. Langley noted that he had met with the Head Rotarian, Patrick Lamey and he was interested in providing Council with a presentation on the history of services offered in Port Hawkesbury from the Rotary Club.

6. CAO REPORTS

Finance

Director, B. Luciano, reported on the initiatives within his department including:

- Strait IT
- Audit Process
- Water utility
- Tax Billings
- Superport Marine
- Landrie Lake

Director, B. Luciano noted that Strait IT's, Director, D. Muise was tasked to study the Strait IT organization to see what capacity could take on tasks from other Municipal

units/partners. He indicated that Audit is in its final stages and that SuperPort Marine has been purchased by Cactus Ship Repair.

Facilities, Parks and Operations

Manager, G. Snook reported on the initiatives within his department including:

- Port Hawkesbury Civic Centre
- Summer Students
- Pools
- Waterfront
- Parks/Fields
- Food Bank
- Airport
- Accessibility

Manger, G. Snook provided an update on the arena board replacement project and he indicated that the old boards are for sale on the RFANS website. The new marketing signage is all installed. The project also included wood frames in the players' benches and penalty box. He publicly thanked Inta Akmens for her 7 years of service with the Town of Port Hawkesbury. Local resident Mike MacIntyre was successful candidate in the full-time maintenance position. The Strait Area Pool skimmer replacement project is complete, and the big pool is filled, and the little pool is almost filled. He indicated that there were a couple setbacks with timing of equipment. The electrical panel has been relocated to a better location at Sunset Park. There is a new tenant at Ocean's Innovation Centre – Svitzer. At the Dan Willie Field the groundwork and landscaping have been completed along the AT Trail. He stated that the paving contractor has been busy throughout the summer and will complete the final section in the next couple of weeks. The re-grading of the infield work will happen this fall when the high school ball is finished. There were some deficiencies with the Asphalt at the Airport that will be addressed. The next IDEA meeting is will be rescheduled.

Councillor, P. Hart reminded staff to flush the overhead umbrella at the Strait Area Pool

Councillor, B. MacQuarrie asked about the airport deficiencies. CAO, T. Doyle noted that with all projects there are a list of deficiencies. There will be engineers from Stantec and Northern Contracting on site at the end of this month to review.

Marketing, Recreation, Tourism and Culture

Director, M. Farrow reported on the initiatives within her department including:

- Recreation Programming
- The Strait Area Pool
- Upcoming Shows/Events
- Marketing/ Media

Director, M. Farrow indicated that Summer Day Camp was full every day and wait-listed most days. She thanked the Community Volunteers and Town staff for the Town's annual Track and Field Day and Canada Day Celebrations. She stated that there was engagement on the Community Garden Boxes this year where two community organizations were interested in taking that initiative on. Online Registration for Fall Programming will be released online. Will not be mailed out as per Canada Post Services they offer. Strait Area Pool will open on October 1st. Bronze Cross and Swim Instructor Training will commence next week. Public Skating will begin after Thanksgiving weekend. Granville Green Concert Series was very well attended this year. Sport Wall of Fame will be reviewing nominations on September 18th. Cape Breton Eagles Mooseheads game was September 6th. There have been two new advertising requests since that game. The new canteen operator is in place, and they will be opening on Sunday, September 21st for the Strait Pirate Game.

Councillor, P. Hart wanted to thank Michelle and staff for their summer commitment to Granville Green and events.

Engineering and Public Works

Manger of Engineering and Public Works, S. John provided Council with an update from the Department:

- Public Works Building
- Water Tank
- Tamarac Trail Project
- Capital Paving Project
- Pineridge Drive Sidewalk Installation
- Public Works Activity
- Department Initiatives

Councillor, B. MacQuarrie – Noted how efficient the crew was.

Line painting and crosswalk maintenance – on MacQuarrie drive – needs to be repainted.

CAO, T. Doyle noted that S. John referred to the Climate Risk Assessment Program Application and will need a Resolution of Council. The application has been submitted, and Resolution of Council will be required at the October Public Meeting.

7. Other Business

i. Austin Letcher Memorial – Mayor, B. Chisholm-Beaton

Mayor, B. Chisholm-Beaton reviewed the Austin Letcher initiative for Council. She indicated that many of his family members reside in Port Hawkesbury today.

She reviewed the presentation and request from Council last year. She indicated that the new monument will be installed to honor his life and memory at the Trail Head and she indicated that the Ceremony will be on October 18th for the unveiling of that monument. Many of his family members will be in attendance. She plans to Invite MLA MacQuarrie as well as Warden B. MacIassac to the event.

Mayor, B. MacQuarrie asked about the monument. G. Snook noted that it's a marble base with a plaque fastened to it along with a photo.

ii. Remembrance Day – Mayor, B. Chisholm-Beaton

Mayor, B. Chisholm-Beaton have showed a rendering of the Crosswalk. She wanted to make sure Council agreed with a plan for the crosswalk to connect both sides of the sidewalk on MacSween Street. She stated that with Council's approval staff will move forward with the painting.

CAO, T. Doyle provided an update on Traffic Control around the Remembrance Day Ceremony. There has been several conversations with the Mayor, Staff and local NSPW traffic authorities. We are in the process of putting in an application to the traffic authority to block traffic for an extended period of time during the ceremony and parade. He noted that the overall goal would be to not have traffic disrupt during the ceremony.

Deputy Mayor, I. Langley noted there was a motion of Council back in November 2024. He noted that the request came from a Town resident.

Councillor, B. MacQuarrie asked about the process for the annual Christmas Parade and the timeline and process.

Mayor, B. Chisholm-Beaton, noted that she would take the crosswalk concept forward to the Legion.

8. Approved Additions

- Curling Club Request

CAO, T. Doyle, reviewed the request that was received from The Strait Area Curling Club for a reduction in rental fee for the SAERC Auditorium for upcoming Celtic Colors Event in October. Staff are recommending a reduction of \$300 and the remaining \$300 will cover the expenses to the Town.

Consensus to Move forward to the Public Meeting of Council.

9. Future Meetings

- Public Meeting of Council October 7, 2025
- Committee of the Whole October 21, 2025

10. Adjournment

MOVED by Councillor, B. MacQuarrie and SECONDED by Deputy Mayor, I. Langley that "the Committee of the Whole be adjourned at 8:35 p.m." MOTION CARRIED.

October 7, 2025



Date

Approved
CAO, Terry Doyle
Chief Administrative Officer

Recorded by:
Melissa Warner
Communications &
Administrative Officer