

## COUNCIL

MARCH 23, 2010

#10-03

The Parrsboro Town Council met in regular session on Tuesday, March 23<sup>rd</sup>, 2010 at 7:00 p.m. in the Council Chambers with Deputy Mayor David Howe presiding.

**PRESENT:** Councillor David Harrison  
Councillor Dawn Reid  
Councillor Lisa Ward  
J. Raymond Hickey, C.A.O.  
Kevin Yorke, Secretary

**REGRETS:** Mayor Lois Smith

1. **WELCOME AND CALL TO ORDER**

Deputy Mayor Howe welcomed those in attendance and called the meeting to order at 7:00 p.m.

2. **APPROVAL OF AGENDA**

**Moved by Councillor Ward, seconded by Councillor Reid that the Agenda be approved as circulated. Motion carried.**

3. **PRESENTATION: TERRI MCCULLOCH RE: LOGO**

Ms. McCulloch noted that she had not been able to attend meetings where the topic of the logo came up and that she thought it would be helpful to give Council a bit of the history behind its creation and what has been going on with it. She advised that in 2003 a group of local tourism operators and a couple of councilors were selected by Nova Scotia Tourism to go to Bouchtouche, N.B., to observe their community development and through workshops the group came up with priority tasks. This was followed up a year later with a workshop with a facilitator provided by NS Tourism who felt that one of our challenges in promoting tourism is establishing a community identity, part of which is a logo. Working with a consultant there were community meetings and workshops to get a feel of who we are as a community from a tourism point of view. The current logo came out of that process and when it was first revealed people were generally excited and accepting of it, recognizing what the logo represents in terms of reflecting the geology of the area. There were also recommendations on how to implement the logo which has been the focus, beginning with the sign at Masstown Market and gradually moving on to more things around the local area. Last year an application was submitted to Tourism Nova Scotia under the

Destination Development Project and \$5,000 was granted to further implement the branding process which included the purchase of the banners. Despite their best efforts the banner project was not a success as all of the colours faded, however, in last year's application there were a number of new banners produced which are in storage and can be used for this year. Ms. McCulloch expressed the opinion that the problem with the banners fading had nothing to do with the colours but more to do with the fabric used and the effect of the elements on it and that in future we may have to look at using a more durable material. She advised that although the logo has not been picked up by the community as much as it could be, in terms signage which was a big issue in studies they are quite far down the path. She also advised that since 2003 the Province has supported various projects in Parrsboro based on the whole concept of the logo and, in fact, they are in the process of asking the Province to approve more money for phase II for signage and other items. She noted a concern that changing the logo in mid-stream might not be viewed by the Province as a particularly good move and could have an effect on their support. She asked that the Tourism Committee be informed if there is going to be a change as Bernie and Mary are working on the application for phase II and signage would have to be taken out of the application. In conclusion Ms. McCulloch advised that this year Parrsboro and the Parrsboro shore are being evaluated by a destination development expert named Roger Brooks who has been in Nova Scotia over the past couple of years evaluating other communities and one of the key things he looks for is good brand continuity, therefore, he will want to see our logo used extensively. She noted that he had criticized other communities for either not having a logo or not using the one they have and she was hoping that Parrsboro would be an example of a community that successfully integrated its logo into tourism promotion.

In the discussion that followed Ms. McCulloch was advised that the recommendation to change the colour of the logo came out of the concern that the colours are difficult and expensive to reproduce for promotional items therefore limiting its use. Ms. McCulloch agreed that reproducing all of the colours of the logo can be expensive, however, she noted that personally she did not know of anyone who had a problem reproducing the colours. She felt that there are ways to work within what we have and to keep costs down for specific uses as long as they are within the guidelines. Ms. McCulloch encouraged Council to maintain the integrity of the logo and keep it full colour using the dark blue and dark orange for single colour applications for brand continuity, however, if they are considering completely changing the logo the community should be involved in that process.

**4. FIRE CHIEF'S REPORT**

No report.

**5. APPROVAL OF MINUTES**

Deputy Mayor Howe asked if there were any errors or omissions noted in the Council minutes of February 23, 2010 (#10-02). Hearing none he declared the minutes approved as circulated.

## 6. COMMITTEE REPORTS

(a) Finance – Report presented by Councillor Harrison:

### FINANCE COMMITTEE REPORT MARCH 2010

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(a) Presentation: Ship's Company Theatre – David Beattie, Chair of the Ship's Company Board introduced the Committee to Matthew Tiffin who recently assumed the position of Artistic Producer. Mr. Tiffin presented highlights of the upcoming season and submitted the Theatre's annual request for a grant from the Town which will be considered during budget deliberations.

(b) Compost Bins – The Committee reviewed quotes obtained by the C.A.O. for the purchase of compost bins that would be provided to all residents if a compost bin policy were to be adopted.

After a discussion the Committee recommended against the Town adopting a compost bin policy at this time due to the cost.

(c) Tax Exemptions – The C.A.O. reviewed applications submitted by the March 12<sup>th</sup> deadline for the Town's \$200.00 tax exemption which is available to low income home owners. The Committee was advised that all but one applicant met the necessary criteria to be eligible. Those applicants meeting the requirements were approved to receive the tax exemption.

(d) Resolution RE: City of Blue Lake – Correspondence from Sherman Shapiro, Mayor of the City of Blue Lake, California which is Parrsboro's sister community requested the Mayor and Town Council to pass a resolution congratulating the City of Blue Lake on its 100<sup>th</sup> year of incorporation which takes place on April 23<sup>rd</sup>, 2010. After a discussion the Committee recommended that the following resolution be passed at the March 23<sup>rd</sup> Council meeting and a copy sent to the City of Blue Lake.

(e) Budget – The C.A.O. advised that he has been working on the budget and felt that it would be appropriate to schedule a meeting within the next couple of weeks.

After a discussion it was agreed to schedule a meeting for April 9<sup>th</sup> to begin budget discussions.

(f) Handley Page Plaque – Mayor Smith noted being contacted by Keith Odlin regarding the Handley Page plaque that was once affixed to a cairn on the civic grounds. He advised that the Cadet Squadron would like to commemorate the landing of the Handley Page in a green space at the Legion and he asked if the Town would be willing to turn over the Handley Page plaque for the project.

In the discussion the Committee agreed that as the Town has no plans for the plaque which is currently in storage, it would be appropriate to turn it over to the Cadet Squadron.

**Moved by Councillor Harrison, seconded by Councillor Ward that the Finance Committee report and recommendations contained therein be approved. Motion carried.**

(b) **Public Works** – Report presented by Councillor Ward:

**PUBLIC WORKS COMMITTEE REPORT  
MARCH 2010**

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(a) **Superintendent's Report** – John Henwood reported the following activity in the Public Works Department over the past month:

- Florescent paint has been applied to cracks in the sidewalks on Main Street resulting from frost heaves. The sidewalks are now settling back down, however, pedestrians are encouraged to continue using caution.
- Pot holes in gravel roads have been filled and paved roads have been repaired with cold mix. The crew tried using planed-off asphalt to fill a cross cut on Two Island Road and will use it again if it proves to last longer than cold mix.
- A quantity of fuel wood has been cut and split for next year.
- Pine trees at the Library have been cut down and hauled away.
- The two plows that were for advertised for sale have been purchased by a local contractor.
- Water was pumped off at the reservoir. Repairs were undertaken at the new building at the well site under warranty. The quarterly test of the wells will be undertaken this month.
- Staff training in water and wastewater operations is ongoing.
- Use of road salt is a little under par with about 300 tons on hand.
- The crew responded to only one report of frozen water lines this winter.

**Moved by Councillor Ward, seconded by Councillor Harrison that the Public Works report be accepted. Motion carried.**

(c) **Recreation** – Report presented by Councillor Reid:

**RECREATION COMMITTEE REPORT  
MARCH 2010**

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(a) **YMCA** – Representatives from the Cumberland YMCA met with the Committee to introduce the programs and services offered and to seek a partnership with the Town of Parrsboro that would make the programs and services more accessible to town residents both at the YMCA in Amherst and in the local community.

After a discussion it was agreed that this type of partnership that does not involve a direct financial commitment from the Town would be a good idea and recommended that the Recreation Coordinator work with the YMCA on the details.

(b) **Newsletter** – The recreation newsletter has been drafted and is ready to be printed and circulated to the community. The Committee discussed outsourcing the printing of the newsletter versus doing it in-house and reviewed a quote from a printing company. After a discussion the Committee agreed that it would be more economical for the Recreation Department to print the newsletter and prepare it for mailing.

(c) **Volunteers Awards** – The Committee was very happy to learn that Karine McGregor has been selected as the Provincial Volunteer of the Year and will be representing Parrsboro at the Awards Ceremony in Halifax in April. Mayor Lois Smith will also be attending this function. A banquet is being planned to recognize local volunteers which will also be taking place in April. Letters will be going out to groups and organizations in the near future seeking nominations.

**Moved by Councillor Reid, seconded by Councillor Ward that the Recreation Committee report and recommendations contained therein be accepted. Motion carried.**

(d) **Planning, Development and Housing** – Report presented by Councillor Harrison:

**PLANNING, DEVELOPMENT AND HOUSING COMMITTEE REPORT  
MARCH 2010**

(a) **Building Inspector’s Report** – Following is the activity in the Building Inspector’s Office for the month of February 2010:

	<u>No. of Permits</u>	<u>Value</u>
New Construction, Alterations and Additions (Residential)	2	\$30,000
<b>Total</b>	<b>2</b>	<b>\$30,000</b>

**Moved by Councillor Harrison, seconded by Councillor Reid that the Planning, Development and Housing Committee report be accepted. Motion carried.**

(e) **Tourism** – Report presented by Deputy Mayor Howe:

**TOURISM COMMITTEE REPORT  
MARCH 2010**

(a) **Logo** – The Tourism Committee has been having difficulty reproducing the logo for various promotional items because there are so many colours in it and a suggestion was made to change the colours so they look better when faded, are standard and therefore reproducible and fewer colours are cheaper to print.

After a discussion the Committee recommended that the logo be changed to one solid shade of blue similar to the colour of the logo on the Town’s letterhead.

(b) **Tourism Destination Development Grant** – The deadline for submission of the Tourism Destination Development Grant is March 31<sup>st</sup>. Funding has to be committed with the application which is broken down as follows:

- i) CREDA cash.....2,500
- ii) CREDA in-kind (IT & design).....500
- iii) Town cash.....2,500
- iv) Town in-kind (hanging baskets, etc.)...4,000

Total

9,500

(c) **Wireless Internet** – The Tourism Committee has been discussing the idea of broadening the accessibility of wireless internet within the downtown core. This would involve the installation of some additional equipment at minimal cost to the town. After a discussion the Committee agreed that the expansion of wireless internet would provide a service to both local residents and tourists and recommended that it be explored further by the C.A.O.

(d) **Webcam** – The Committee scouted different locations for the web cam and felt that the Ship's Company Theatre would be a good spot for it. The Ship's Company has been approached with the idea and are agreeable. The only question remaining is how a web cam will be acquired and the Committee debated the merits of the Town purchasing a web cam if its own versus entering into an agreement with a web cam provider. In the discussion the weight of opinion leaned toward the option of the Town purchasing its own web cam because it would also own the advertising rights. It is recommended that the C.A.O. investigate the equipment that would be needed and the associated cost.

In the discussion of the report Deputy Mayor Howe suggested that in light of the presentation by Terri McCulloch section (a) Logo be referred back to Committee-of-the-Whole for more discussion.

With regard to section (c) Deputy Mayor Howe noted that it was the intent to move the node from the pier to the Band Stand to broaden the accessibility of wireless internet service within the downtown. In the discussion the Council supported the idea of a wireless internet node at the Band Stand, however, it was suggested that some thought should be given to maintaining the node at the pier if the Town can afford both. The C.A.O. recommended proceeding with plans to put a node at the Band Stand and deferring discussion on keeping the node at the pier to the budget meeting scheduled to take place in a couple of weeks.

Regarding section (d) Deputy Mayor Howe noted there were two options for the web cam, using one from a web cam provider for free but for which the Town would have to guarantee \$1,500 should it be stolen or damaged or the Town could purchase a web cam of its own. Since the report the Tourism Committee compared prices and found there would be very little difference in the cost of purchasing a suitable camera and having it installed compared to guaranteeing the \$1,500, therefore, the Tourism Committee is now recommending the original plan to go with the camera from the web cam provider if the Town is prepared to guarantee it against theft or damage. This would be contingent upon the web cam provider agreeing to the arrangement and also agreeing to the web cam being located on the Ship's Company Theatre. In the discussion the advantages and disadvantages attached to both options were debated, however, it was agreed that the recommendation to purchase a web cam would stand with further discussion at budget when cost figures are available.

**Moved by Councillor Reid, seconded by Councillor Ward that section (a) be deferred to Committee-of-the-Whole, that sections (b) and (c) be approved as**

**presented in the report and that section (d) be approved with the cost being investigated for discussion at budget. Motion carried.**

**7. CORRESPONDENCE**

The C.A.O. advised that there was no correspondence.

**8. ADJOURNMENT**

Upon a motion by Councillor Ward the meeting adjourned at 7:45 p.m.