



Naturally Yours

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**REGULAR SESSION OF THE 52<sup>nd</sup> COUNCIL  
OF THE  
MUNICIPALITY OF THE DISTRICT OF SHELburne  
October 27, 2021**

The Regular Session of the 52<sup>nd</sup> Council of the Municipality of the District of Shelburne was held on Wednesday, October 27, 2021, commencing at 6:00 pm at the Municipal Administration Building, Council Chambers.

**THOSE IN ATTENDANCE:**

Warden Penny Smith  
Deputy Warden Dale Richardson  
Councillor Heidi Wagner  
Councillor Ron Coole  
Councillor Sherry Thorburn Irvine  
Councillor Doris Townsend  
Trudy Payne, CAO

**ALSO IN ATTENDANCE:**

Val Kean, Community Development Coordinator  
Erin Hartley, Director of Corporate Services  
Morgen Balletto, Recording Secretary  
Warren MacLeod, Director of Economic Development  
Melissa Stratton, Shelburne County Arts Council

1. **CALL TO ORDER:**

The meeting was called to order at 6:00 pm by Warden Penny Smith.

2. **APPROVAL OF AGENDA:**

**MOTION: APPROVAL OF AGENDA – October 27, 2021**

Being duly moved and seconded, be it resolved that the Agenda of October 27, 2021, be approved with the following additions:

9. In Camera

- (a) Contract negotiations MGA section 22(2)(e)
- (b) Land negotiations MGA section 22(2)(a)

- **MOTION CARRIED**

3. **APPROVAL OF MINUTES:**  
a. October 20, 2021

**MOTION: APPROVAL OF MINUTES – October 20, 2021**

Being duly moved and seconded, be it resolved that the Minutes of October 20, 2021, be approved with clarification made to item 10.

- **MOTION CARRIED**

4. **BUSINESS ARISING:**

There was no business arising from the minutes to be discussed.

5. **ADMINISTRATION:** (\*Resolution Prepared)

- a. Grants to Organizations, Christmas Event Funding – Val Kean, Community Development Coordinator
- b. Community Art Fund – Val Kean, Community Development Coordinator
- c. Website Development – Warren MacLeod, Director of Economic Development
- d. Associations, Boards and Committees – Council Member Appointments - Erin Hartley, Director of Corporate Services
- e. Municipal By-Election 2021 – District 4 – Erin Hartley, Director of Corporate Services

5(a) Val Kean, Community Development Coordinator presented the Grants to Organizations, Christmas Event Funding Report. Ms. Kean provided background information of the application process where applicants were required to be incorporated and in good standing with the Registry of Joint Stocks Companies or be affiliated with an organization that meets those requirements. Grant categories include an Operating Grant (programs/services/events) 50% of costs (excluding salary and wages) up to a maximum of \$5000 and a Capital Grant (facility repairs/equipment) 70% of costs up to a maximum of \$2,500. Applications are accepted in paper form and through the online application on the Municipal website. Applications are reviewed by the Grants Committee for eligibility based on criteria that includes financial need, ability to contribute funds, additional funding sources, community need, sound business practices, efficient use of resources and inclusion of required documents (financial statement/budget). Late applications for Grants to Organizations are reviewed as needed, until all funding has been distributed. Funds remained as they did in this case due to the cancellation of the Founders' Days Event due to COVID-19.

Discussion was held regarding the budget, a total of \$67,250 was approved in the Municipality's 2021/2022 Operating Budget for Grants to Organizations. To date, Council has approved a total of 39 applications using \$67,094 of allocated funds. Included in the approved applications is \$5,000 for the Shelburne Founders' Day celebration which, due to COVID-19 restrictions, did not happen in 2021. Throughout the past month staff have established an informal Events Committee and approached several existing committee organizations, including the Town of Shelburne, Shelburne Historical Society, Acadian First Nations, Shelburne County Exhibition, Shelburne Market, Shelburne Volunteer Fire Department, with the intentions of working collaboratively on the development of community events in Shelburne. This initiative has been met with great enthusiasm from all committees and all wish to proceed with planning a Christmas Celebration. The event, named "Miracle on Dock Street" will replace Shelburne's traditional Christmas parade with stationary floats and flowing foot traffic. Shelburne Market is planning a Christmas market, businesses and organizations will decorate floats and food/beverage vendors will be invited participate. Town of Shelburne will shut down portions of Water and Dock Street where the event will take place. It has been agreed that there will be a time slot prior to the street closure for seniors and those with mobility struggles to be able to drive through to observe the lights and floats. Town of Shelburne has agreed to host and cover insurance for the event as well as use their allotted funds for Shelburne Founders Day for fireworks. Staff are

recommending that Council consider approving the funds originally allotted for Founders' Day as contribution to this event – to be used for prizes, fireworks etc. Shelburne Historical Society and Acadian First Nations has also committed funds to support fireworks and the events committee will be seeking business support as well. It was noted that similar events in the past have been very well attended and enjoyed by the community.

**MOTION: GRANTS TO ORGANIZATIONS – CHRISTMAS CELEBRATION SUPPORT**

Being duly moved and seconded, be it resolved that Council of the Municipality of the District of Shelburne approve \$5,000, to come from the 2021/2022 Grants to Organizations GL#00-21950-791, for "Miracle of Dock Street" Christmas Celebration.

- MOTION CARRIED

5(b) Val Kean, Community Development Coordinator, presented the Community Art Fund Staff Report. Ms. Kean provided background on the partnership with the Shelburne County Arts Council (SCAC), for the administration of the Community Art Fund Policy. Local artists were invited to submit proposals for projects that will engage our communities during the creative process, resulting in the creation of something tangible for the community to enjoy, including but not limited to, the creation of a short-term or permanent artwork or an artistic enhancement to a neighborhood or publicly accessible space. Based on the advice and artistic direction from SCAC, it is recommended that Council approve the submission "Animal Sightings" by artist Alex Balkam for the design, build and installation of an outdoor public art piece to be placed in locations deemed suitable by the Municipality.

Municipal staff did raise safety concerns with SCAC for this project. After further discussion it was agreed this project would be best suited for temporary installation, with a promotional campaign, to avoid concern or complacency. The review committee is very pleased with the community engagement piece of the proposal.

There was discussion amongst Councillors regarding the artistic merit of the piece, safety concerns, location, and accessibility to the public and potential for theft and/or vandalism. Val Kean informed staff that all these considerations have been thought of and that this project was in the early stages and these matters would be addressed as the project progresses. The question of public visibility was raised as to whether the location on a trail might exclude members of the public who do not regularly use the trails. Trudy Payne, CAO offered that other communities have placed publicly funded art on their trails, and it has been shown to increase trail use.

Melissa Stratton, Member at Large of the Shelburne County Arts Council provided information regarding the selection process and the decision to choose this particular work.

**MOTION: COMMUNITY ART FUND**

Being duly moved and seconded, be it resolved that the Municipality of the District of Shelburne support the Shelburne County Arts Council Community Art Project "Animal Sightings" by artist, Alex Balkam, in the amount of \$6,000.

Councillor Townsend did not support the motion.

- MOTION CARRIED

5(c) Warren MacLeod, Director of Economic Development, presented to Council the benefits of seeking proposals for the support and development of a new municipal website. Mr. MacLeod asked Council to consider the website the Municipality's face or front door. He stated that we should be using the website as a marketing tool for the purpose of improved industry and resident attraction for the Municipality and surrounding areas. The declining

population and declining commerce have put the Municipality and many others in a dire situation. In reference to that, over the last several months staff have been analyzing the functionality and design of our current website and determined that it is deficient in allowing staff the ability to manipulate and change the design of the website, manage all the content within the website (requiring third party intervention), providing a manageable tool for asset mapping and providing the ability to engage in online marketing. Our Municipal website is hosted in partnership with the Association of Municipal Administrators of Nova Scotia (AMANS) as part of the Municipal Website Venture (MWV) with a three-year agreement, which expires in January 2022. This agreement not only limits the Municipality's ability to manage the website, it does not allow us the ability to differentiate ourselves from all the other municipalities participating in the MWV, who all use similar design templates.

The Municipality has the ability to provide AMANS with a one-year notice to withdraw from the venture, during which time the new website can be designed. The ideal launch time for the new website would be late winter or early spring 2022, prior to the 2022 summer season. The current annual cost for the hosting and support is \$3,500, and \$65/hour for all additional support overages.

Mr. MacLeod noted that with the completion of the Municipality's high speed internet project staff have identified an opportunity to market our beautiful location to professionals, entrepreneurs, students, and families who may be looking to establish businesses and home offices outside of urban centers. An attractive and functional municipal website will also be used to recruit physicians, residents, and other healthcare professionals to our area. The development of a new Municipal website will focus on a marketing theme centered around the concept of "Explore Here, Live Here, Work Here", allowing staff the capacity to manipulate content and design to adapt promotion to target audiences as well as keep our municipal business consistent with design templates that will not require coding to be updated and changed, as desired.

One function that staff see as a valuable addition to our website is the ability to apply mapping capabilities to desired pages, ie. Business directory, trails, facilities etc. It is important that this function be incorporated into a new site as a regional asset mapping tool (that also provides marketing for our businesses and other community assets), while also allowing staff full control over the design application. Staff will also work on the development of additional website pages to include housing, physician recruitment and retention, economic development, as well as establish a specific location for press releases, special projects, and external organization promotion.

Through an RFP process, staff will be seeking the following: 1. New Website - Design and build a new unified Municipal website to promote "Explore here, Live here, Work here". 2. Website Training & Ongoing Support – Provide training to municipal staff to be able to effectively manage the new website, including access to ongoing support in the event assistance is required by the municipal staff to effectively manage the new website. 3. Digital Marketing Plan - Develop and execute a practical digital marketing strategy and associated marketing materials, with a focus on "Explore here, Live here, Work here" and will incorporate strategic marketing tactics to increase audience and build brand recognition. Funds used for the development and marketing of the new website total up to \$18,000.

Council overwhelmingly supported the idea and agreed the current website is not user-friendly for the public or staff. Mr. MacLeod has worked with some a number of web design programs and stated that outside of the learning curve the software is easy to use. Discussion was held regarding additional costs that can come with such a change including training, updating and user support.

#### **MOTION: WEBSITE DEVELOPMENT**

Being duly moved and seconded, be it resolved that Council of the Municipality of the District of Shelburne allocate funding up to \$18,000 for website development and associated marketing campaign, funds to come from a

combination of ICSP GL#00-26221-500, Healthcare GL#00-24970-000 and Economic Development GL# 00-02621-050.

- **MOTION CARRIED**

5.(d) Erin Hartley, Director of Corporate Services advised Council of the vacancies on Associations, Boards and Committees due to the passing of Councillor Terry McIntyre. Ms. Hartley stated that the following vacancies exist:

- Fire Advisory Committee – second Council member
  - Deputy Warden Richardson is the other Council member on the Committee
- Shelburne County Arena Association – second Council member
  - Councillor Ron Coole is the other Council member on the Association
- Audit and Internal Control Committee – alternate Council member
  - Councillor Sherry Thorburn Irvine will move to regular member and a new alternate could be chosen
  - Councillor Ron Coole is the other Council member on the Committee
- Roseway Manor Board – alternate Council member
  - Councillor Heidi Wagner will move to regular member and a new alternate could be chosen
- Shelburne Port Authority – alternate Council member
  - Warden Penny Smith will move to regular member and a new alternate could be chosen

There are three options for how to proceed under these circumstances:

- Appoint Council Member to ABC's that require a second council member only - A motion would need to be made to appoint a Council member for Fire Committee and Arena Board.
- Appoint members to all ABC'S with a Vacancy - A motion would need to be made to appoint a Council member to all ABCs with a vacancy noted above (second members and alternate members).
- Status Quo - All ABCs currently have a Municipal Council representative (either a second member or an alternate member) to represent the Municipality until after the by-election.

It was agreed to maintain status quo until the by-election when a discussion can be held, and a decision made to either:

- a) Review the appointments to all ABC's based on the new Council Member's strength and interests; or
- b) To have the new Council Member take over Councillor McIntyre's previous positions.

5.(e) Erin Hartley, Director of Corporate Services advised Council of the requirement to hold a Municipal By-Election due to the passing of Councillor Terry McIntyre.

**MOTION: MUNICIPAL BY-ELECTION 2021 – DISTRICT 4**

Being duly moved and seconded, be it resolved that:

- Council of the Municipality of the District of Shelburne hold a by-election for the Councillor vacancy in District 4, with the by-election date being set as Saturday, December 18, 2021;
- That electronic voting methods (telephone and online) be used for this by-election;
- That Intelivote be hired as the Municipality of Shelburne's service provider for electronic voting;
- That Council set the advance polling period as December 10 -18, 2021;
- That Erin Hartley be appointed as Returning Officer and Anita DeMings be appointed as Assistant Returning Officer;
- That the Municipality sign the Information Sharing Agreement with Elections Nova Scotia to use the

- Provincial List of Electors as its preliminary list; and
- The Municipality approve up to \$5,000 (unbudgeted) from the 2021/22 budget for the by-election using GL 0021910000.

- **MOTION CARRIED**

**6. OTHER**

- a. Correspondence re: Expression of Interest Accessible Housing Discussion Group
- b. Correspondence re: Shelburne County Health Care Student Sponsorship Program
- c. Correspondence to Municipality of Barrington re: Proposed Regulations of the Coastal Protection Act

6.(a) Trudy Payne, CAO, presented Council with correspondence regarding the Expression of Interest Accessible Housing Discussion Group which was first proposed to the Municipality by the Town of Digby Mayor, Ben Cleveland. He was writing to gauge interest from municipal units in Shelburne, Yarmouth, and Digby Counties to form a Southwest Municipalities discussion group on affordable housing. It was proposed to have a zoom meeting between participating southwest municipal groups on a quarterly basis to coordinate affordable housing initiatives and to use a combined voice to move the agenda forward. Ms. Payne advised Council that there is a great deal of interest in affordable housing in the southwest region of Nova Scotia. Councillors agreed that it would be beneficial to attend a meeting. Discussion was held regarding attendance, initiatives, funding opportunities and regional planning. The CAO will reach out to the group and determine participant requirements.

6.(b) Trudy Payne, CAO, presented to Council the correspondence regarding the Shelburne County Health Care Student Sponsorship Program. Ms. Payne read a letter from the Shelburne County Student Sponsorship Committee dated October 4th, 2021, stating their thanks to the Municipality of the District of Shelburne for its contribution.

The Foundation Chair of the Students Sponsorship Committee requested that the Municipality of the District of Shelburne once again consider contributing to the program in the same amount as the last five-year program at \$2384.00 a year for five years effective to be effective January 2022. It was the Committees' hope to secure additional funding from the five municipal units, the Roseway Hospital Foundation, and the Roseway Hospital Auxiliary. The success of the program was noted by the Warden.

**MOTION: SHELburne COUNTY HEALTH CARE STUDENT SPONSORSHIP PROGRAM CONTRIBUTION**

Being duly moved and seconded, be it resolved that Council of the Municipality of the District of Shelburne continue financial contribution to the Shelburne County Health Care Student Sponsorship Program at \$2,384.00 a year for five years.

- **MOTION CARRIED**

6.(c) Trudy Payne, CAO, presented to Council the correspondence to Municipality of Barrington as a reply to a joint letter, regarding the Proposed Regulations of the Coastal Protection Act from the Minister of Environment acknowledging the Municipalities' submission.

**7. COMMITTEE REPORTS/RECOMMENDATIONS**

- (a) Audit and Internal Control Report to Council 2021/2022
- (b) AIC Recommended Motion – Commissionaire

7.(a) Audit and Internal Control Report to Council 2021/2022 was reviewed. Councillor Ron Coole noted that he and Councillor Sherry Thorburn Irvine both attended the last meeting and there was good discussion regarding our financial position.

7.(b) Discussion was held regarding keeping a commissionaire for security reasons and including that in the budget costs of the 2022-2023 budget. Trudy Payne, CAO explained that the commissionaire was brought in for the Department of Motor Vehicles during the COVID-19 pandemic for crowd control and contact tracing. She explained that it was good to have a commissionaire as there were incidents during the pandemic where security was helpful. Safety concerns from the Committee were raised citing that the current Municipal Building is safer for residents, staff, and tenants with a commissionaire present. Council agreed there is value in continuing until the occupation of the new building.

**AIC RECOMMENDED MOTION – COMMISSIONAIRE**

Being duly moved and seconded, be it resolved that the Municipality of the District of Shelburne keep the commissionaire for 18-20 hours per week plus expenses until the end of the 2021-2022 fiscal year, and for Council to consider including the costs of having a Commissionaire into the budget for 2022-2023 fiscal budget.

- **MOTION CARRIED**

**8. COUNCIL MEMBER UPDATES:**

(a) Committee Meeting Updates – Councillor Sherry Thorburn Irvine

8 (a) Councillor Thorburn Irvine reviewed her written update and discussed a quality of life survey session. Ron Coole noted that there has been an appointment of a chair and vice chair for the Arena Board.

**9. IN CAMERA**

(a) Contract negotiations MGA section 22(2)(e)

(b) Land negotiations MGA section 22(2)(g)

**MOTION: ENTER “IN CAMERA”**

Being duly moved and seconded, be it resolved that the Municipality of the District of Shelburne enter “In Camera” at 7:43 pm, to discuss Contract negotiations and Land negotiations.

- **MOTION CARRIED**

**MOTION: EXIT “IN CAMERA”**

Being duly moved and seconded, be it resolved that the Municipality of the District of Shelburne exit “In Camera” at 8:03 pm.

- **MOTION CARRIED**

Direction was provided to staff on the in camera items.

**10. ADJOURNMENT:**

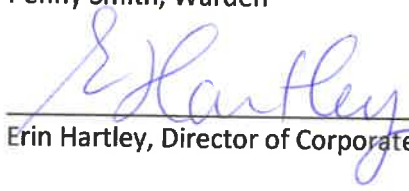
There being no further business, the meeting was adjourned at 8:03 pm. The next Council meeting will be held on Wednesday, November 10, 2021, in the Shelburne Council Chambers.

**Morgen Balletto**  
**Recording Secretary**

Date

Nov 30/21

  
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Penny Smith, Warden

  
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Erin Hartley, Director of Corporate Services