

TOWN OF NACKAWIC
REGULAR COUNCIL MEETING
SEPTEMBER 16, 2019

PRESENT: Mayor Kitchen
Deputy Mayor MacFarlane
Councillor Simpson
Councillor Farnsworth
Councillor Toole
Councillor McConaghy

IN ATTENDANCE: Randy Wilson
Dallas Cakes
Ryan Raniowski; Bell Media
Janet Caldwell; Bell Media

TO ORDER: Mayor Kitchen called the regular meeting to order at 7:00 pm.

APPROVAL OF AGENDA:

19-114 Motion: Deputy Mayor MacFarlane
Second: Councillor McConaghy

“That the agenda be approved with the deletion of 8. B).”

Motion carried.

DECLARATION OF CONFLICTS OF INTEREST:

There was no declaration of conflicts of interest.

APPROVAL OF THE MINUTES OF THE SEPTEMBER 3RD, 2019 REGULAR COUNCIL MEETING:

19-115 Motion: Councillor Simpson
Second: Councillor McConaghy

“That the minutes of the September 3rd, 2019 regular council meeting be approved with one correction:

-on page 2; 4th paragraph down; should read “truck is ready” not “trucks are ready.”

Motion carried.

With Council’s permission Mayor Kitchen moved to item 8. A) To The Floor.

TO THE FLOOR:

TOWN OF NACKAWIC
REGULAR COUNCIL MEETING
SEPTEMBER 16, 2019

A) Ryan Raniowski & Janet Caldwell; Bell Media

Ryan Raniowski stated Bell Media has 6 stations in NB, they are the top Canadian digital publisher, #1 in Canada and Atlantic Canada and the leader in online video. Also, Atlantic Canada viewers spend approximately 22 hours per week online.

Ryan Raniowski stated Bell offers very fast French sites and have a very large reach in NB & Quebec. They work with over 200 websites and have 50+ mobile apps with 100% Transparency and reporting.

Ryan Raniowski stated all of their websites have a digital audience profile; these profiles are developed by who is visiting the sites based on their online behaviour. If you want to advertise to a certain group, they have a breakdown that helps them provide to the audience you are looking for. If you only want your ads to show up in certain places such as certain cities or provinces, they can do that as well.

Ryan Raniowski stated there are no contracts, you try it for 2 -3-months, they provide wrap up reports on a monthly or quarterly basis, which include budget; audience and click through rate. The bigger audience the bigger your budget.

Ryan Raniowski stated they also work with Bell Media Mobile-In App advertising. They have access to over 300,000 apps and can advertise in 300,000 apps through Geo Fencing where if you walk into a store or dealership you will be sent ads from them later on your mobile device because you visited them. They can also deliver ads to certain types of people, whoever you want to reach, but it is more expensive because of the specific type of work you would like to have done.

Deputy Mayor MacFarlane asked if two ads are running at the same time, how can they find out which one is the most effective.

Ryan Raniowski stated they receive weekly reports of what happens on a daily basis and give a creative report which tells you how many clicks are on each ad.

Deputy Mayor MacFarlane asked how much does the complete ad cost.

Ryan Raniowski stated it runs for 2-month period at a cost of \$3000.

Councillor Simpson asked do they know what time of day the ad is being looked at.

Ryan Raniowski stated yes, there will be different spikes during the day and show you how much budget was used for that day.

Councillor Simpson asked if it is active 24 hrs a day.

Ryan Raniowski stated yes, when it is less active it will be less money spent on the ad.

TOWN OF NACKAWIC
REGULAR COUNCIL MEETING
SEPTEMBER 16, 2019

Mayor Kitchen thanked them both for coming.

Ryan Raniowski and Janet Caldwell left the meeting at 7:45 pm.

BUSINESS ARISING:

Councillor Toole asked if the Town received the complete Air Quality report from ELG.

Randy Wilson stated it will be ready in the New Year.

Councillor Simpson asked about the tender process for the marina.

Randy Wilson asked Dallas Cakes if it was submitted.

Dallas Cakes stated it was not, having some issues submitting it in on the NBON site, waiting on a call for assistance.

Deputy Mayor MacFarlane stated it should be submitted as soon as possible.

Councillor Toole asked if they needed a WAWA permit before work is started.

Randy Wilson stated yes.

Councillor Toole asked if they have closed down the Nackawic Bridge yet during the welding process like they stated.

Randy Wilson stated no they have not.

CORRESPONDENCE:

A) Letter from Resident Concerning Sidewalk Snow Removal

Randy Wilson stated they are taking it back to the Public Works committee for review and discuss it again at budget time.

Mayor Kitchen stated to inform the resident of Councils decision.

COMMITTEE REPORTS:

Finance –

Deputy Mayor MacFarlane stated there was no written report but he met with Town's Treasurer, Kathryn Clark on September 11th. They reviewed Utility and General Operating reports ending July 31st and stated the Town is in a deficit with 68% of the year in and some areas are paid at 100%. There are concerns regarding Fire Protection budget

TOWN OF NACKAWIC
REGULAR COUNCIL MEETING
SEPTEMBER 16, 2019

but stated upgrading equipment and training need to be done but the other areas need to be watched more closely.

Deputy Mayor MacFarlane stated the debenture for the Plow Truck and Loader have been approved but the Town might not be able to receive the money when we need it. We might have to go to the bank for interim financing. He would also like to discuss and schedule the first few budget meetings soon.

Library –

Councillor Farnsworth stated they are having an Open House on Thursday, September 19th to show people the library has more to offer than just books. They are also taking part in *Take Back the Night* on Friday, September 27th at 7:00 pm.

Protective Services –

Mayor Kitchen stated he attended the RSC 11 Community Policing Meeting on September 10th and they stated if residents want more presence in their community they have to call and report the crime. They might not be able to respond at that time but will have on file that crime is happening in that community.

Recreation –

Randy Wilson stated first day of ice season is Monday, October 21st and the outside user fees have been sent to the user groups.

Public Works –

Councillor Toole asked if the waterline on the Nackawic Bridge was installed.

Randy Wilson stated it will be installed tomorrow and there should not be any issues only low water pressure.

Councillor Simpson asked if all the water test were good.

Randy Wilson stated yes.

Special Reports –

WELLNESS

Councillor Farnsworth stated Wellness Week will be starting next week and will run the last week in September and the first two weeks in October. The Brrr Games are set for October 9th.

TOWN OF NACKAWIC
REGULAR COUNCIL MEETING
SEPTEMBER 16, 2019

WATERFRONT

Deputy Mayor MacFarlane stated he met with Amsterdam Inn today along with Randy Wilson, Councillor Simpson and Brent Sansom. There will be a follow up meeting in the coming weeks. He stated Ginger Agency is up and running.

Chief Administrative Officer's Report

Randy Wilson reported that:

- The Nackawic Stream Bridge; Temporary waterline will be in place by tomorrow.
- Arena Sewer tender to run to tomorrow September 17th.
- Brent Sansom and I met with RDC on September 16th.
- he met with the Amsterdam Group along with Deputy Mayor MacFarlane; Councillor Simpson and Brent Sansom on September 16th.
- received tender by Glenn Group on cement wharf – waterfront.

Mayor's Report

Mayor Kitchen reported that:

- he attended an RSC 11 Policing meeting on September 10th.

NEW BUSINESS:

There was no new business.

19-116 Motion: Councillor Farnsworth
 Second: Deputy Mayor MacFarlane

“That Council move to closed session.”

Motion carried.

Council moved to closed session at 8:17 pm and Dallas Cakes left the meeting.

CLOSED SESSION:

A) Waterfront

19-117 Motion: Councillor McConaghy
 Second: Councillor Farnsworth

“That Council move back to regular session.”

TOWN OF NACKAWIC
REGULAR COUNCIL MEETING
SEPTEMBER 16, 2019

Motion carried.

Council moved back to regular session at 8:43 pm.

19-118 Motion: Councillor Farnsworth
 Second: Councillor Simpson

“That the meeting be adjourned.”

Motion carried.

The meeting adjourned at 8:44 pm.

Ian Kitchen
Mayor

Randy Wilson
CAO