

TOWN OF NACKAWIC
REGULAR COUNCIL MEETING
JANUARY 20, 2020

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

IN ATTENDANCE: Randy Wilson
Dallas Cakes
Stephen McAlinden, RSC 11
Brent Sansom, DNEDC
Stacey Clark, DNEDC
Kenneth Gallagher, DNEDC
Andrew Bedford, Ginger Agency
Hillary Baird, Ginger Agency

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

APPROVAL OF AGENDA:

20-09 Motion: Councillor McConaghy
Second: Councillor Toole

“That the agenda be approved with the following 2 additions:

-under item 7. New Business, add C) Dillon Consulting

-under item 9. Closed Session, add A) Ron Berube Award.”

Motion carried.

DECLARATION OF CONFLICTS OF INTEREST:

There was no declaration of conflicts of interest.

APPROVAL OF THE MINUTES OF THE JANUARY 6TH, 2020 REGULAR COUNCIL MEETING:

20-10 Motion: Councillor Toole
Second: Councillor Simpson

“That the minutes of the January 6th, 2020 regular council meeting be approved as presented.”

Motion carried.

TOWN OF NACKAWIC
REGULAR COUNCIL MEETING
JANUARY 20, 2020

BUSINESS ARISING:

Councillor Farnsworth stated the library is looking into the cost of the split between the students and citizens that use the library and will inform the Town as soon as possible.

Councillor Simpson stated the Town will need to know the exact cost before they contribute to the renovation cost.

With Council's permission Mayor Kitchen moved to item 8. A) To the Floor.

TO THE FLOOR:

A) Stephen McAlinden, RSC 11

Stephen distributed a report to Council on the 2019 Stats on the building permits and electrical permits of the Town.

Deputy Mayor MacFarlane thanked Stephen and the staff of RSC 11 for all their work over the years with the Town.

B) Brent Sansom, DNEDC

Brent Sansom did a presentation on the status of economic growth opportunities in Nackawic and Destination Nackawic Region. He stated the 2020 critical next steps are the Nackawic Waterfront Marina: 1) Finalize the *Seed Infrastructure* Investment and Implement Phase 1.; 2) Support the Development of Private Business Investment and Operations; 3) Implement Strategic Communications & Social Media Marketing Initiatives. Brent Sansom briefly explained each step to update Council on where they are headed.

Brent Sansom stated since September the Town has hired Ginger Agency for the marketing plan and they are here tonight to update Council of what the marketing initiative, the logos, look like.

Andrew Bedford, from the Ginger Agency presented updates on the marketing strategies for the Town of Nackawic and stated they have prepared the following strategic action plan based on the discussions they've had with the town, paired with the market/demand research.

Andrew Bedford went through each category and explained what Ginger Agency did and why they chose certain things for better understanding of Council.

Brent Sansom stated the plan is to implement new Websites and a new branding strategy for all communications around the new logo for the Town of Nackawic.

Mayor Kitchen stated the Town just spent money on the current logo and asked what

TOWN OF NACKAWIC
REGULAR COUNCIL MEETING
JANUARY 20, 2020

were the benefits of the new logo as per the one we currently have.

Andrew stated it is more modern, clean and it speaks to a wider audience.

Hillary Baird stated the new logo still represents Nackawic with the Axe; Tree for landscape; water for the river and the bridge, it's an abstract representation of each of these pictures.

Councillor Farnsworth asked would it be an issue if they decided to keep the current logo.

Brent Sansom stated Council hired a marketing firm and are paying them quite well to do this work and they have put their thought, effort and energy into creating a visual for what is comparable for the region and it fits into the overall strategies that we have laid out for growth in the area.

Councillor Farnsworth stated the Town paid the other firm quite well also.

Brent Sansom stated the other firm didn't have a marketing strategy when it created the current logo.

Andrew Bedford stated the logo speaks to the next generation; it attracts youth and it fits with the Instagram generation. The world is becoming a very image conscience place and you want tourist coming to Nackawic and taking pictures with the Axe and promoting the area. This type of marketing work makes a connection and draws those people in, especially when put into contrast to the brand strategies of other similar size municipalities in the province.

Councillor Simpson stated with regards to camping, does their analysis break down the demographics if a person was looking at investment opportunities.

Andrew Bedford stated they can have a report broken down by province for Council to see if they would like.

Councillor McConaghy asked Brent Sansom with regards to camping and the properties the Town has available for development, if any of those properties are suitable for that type of endeavour like view of the water or easy access to the water.

Brent Sansom stated the glamping and camping would be down on the trail just past the ballfield and the Town also has land around the schools as well. With the marketing and branding plan in place, it gives the Town the framework to work on those strategic opportunities over several years to come.

Councillor McConaghy stated she feels the new logo will appeal to the millennial market and the Town needs to target that area.

TOWN OF NACKAWIC
REGULAR COUNCIL MEETING
JANUARY 20, 2020

Brent Sansom stated the Town is very fortunate to have a group of people on the DNEDB working on economic development who have a skill-set in marketing such as Stacey Clark. He asked her if she would elaborate more on the marketing side of the logo.

Stacey Clark stated logos bring a lot of emotion because it's the visual aspect of the brand. What is around all of this and the strategy for economic development is what really matters. Changing things up and not committing to one logo can be a big risk, it's got that iconic element which is really important because it can live on its own with or without Nackawic, and it will become the identity that people are used to seeing. The first logo is more myopic or centred around Nackawic as for the second logo reflects more global and she feels it is important to reflect that.

Councillor Toole asked why they choose that type of an axe instead of a two-bladed axe.

Andrew Bedford stated it is an abstract representation of the axe and when people see it for the first time, they will think it is interesting and then it quickly fades into the background and it becomes the placeholder for the feeling of the town.

Hillary Baird stated when the logo is being used, such as on the website, there will be messaging around the logo with the tagline *Puts You on the Water*.

Andrew Bedford stated logos are very rarely used on their own without some other form of context, like an ad or a sign.

Deputy Mayor MacFarlane asked when will the launch take place and how long will it be funded for.

Brent Sansom stated the launch will be March or April and they are funded until the end of 2020.

Deputy Mayor MacFarlane asked how does the Town link its strategy to the actual businesses to make sure they see traffic.

Andrew Bedford stated to support them by going out and advertising to people who have a proven interest in camping, bring them to the Destination Nackawic camping portal where those businesses are all listed.

Councillor Simpson asked if the Town adds businesses to their Destination Nackawic portal, that would mean bringing more revenue to them. He asked if there will be policies and guidelines in place for these businesses to follow before the Town commits and also discussions around competitive pricing.

Andrew Bedford stated yes, what is appropriate from a reputation management perspective and communication issues, which will all be aligned in the processing before anything is finalized.

TOWN OF NACKAWIC
REGULAR COUNCIL MEETING
JANUARY 20, 2020

Mayor Kitchen thanked everyone for coming and they left the meeting at 8:05 pm.

CORRESPONDENCE:

A) Ron Berube Award 2019

Addressed under closed session.

B) Letter from ELG – Fire Services

Mayor Kitchen stated the letter outlines they are reviewing the Town's request and will contact us in the new year to begin discussions.

COMMITTEE REPORTS:

Finance – No Report

Library – No Report

Protective Services –

FIRE

Mayor Kitchen reported on the minutes of the January 1st meeting.

Councillor Toole asked if the department went to the Minto fire.

Randy Wilson stated no, because Chief Hopkins felt if they sent all their trucks there, they would not have any here if there happen to be an industrial fire at the mill.

EMO

Councillor Toole stated there was a planning conference last week for Charlie 2020 in June; Carter Stone did not attend; he will attend the next one on February 12. They are hoping to coordinate a Mock disaster in conjunction with the mill.

Councillor Toole stated the Department of Health meeting will be on January 28th at 10 am at the Town Hall; discussions on extreme heat, water safety and epidemics.

POLICING

Mayor Kitchen stated at the next Policing Meeting he will inform them that the Town would like to receive monthly RCMP stats.

TOWN OF NACKAWIC
REGULAR COUNCIL MEETING
JANUARY 20, 2020

Councillor Toole stated there was a break-in at the Debec fire department and asked if the Town has any security for their fire department.

Randy Wilson stated no, they didn't.

Councillor Toole stated the Town should check with the Chief Hopkins and discuss options.

Recreation –

Councillor Farnsworth stated the skating program is going very well. Family Fun Day preparations are coming along, with a lot of events planned for the day.

Councillor McConaghy asked where did they advertise the event.

Councillor Farnsworth stated it's on the Parks & Rec. Facebook page; Town's Facebook page and flyers go out to all residents of the Town and to the elementary school.

Public Works –

Councillor Toole reported on the meeting of January 16th and stated items discussed were Trickle Filter, road shoulders and the Bill Graham property. He stated they have a recommendation to present before Council to hire Dillon Consulting to evaluate the Trickle Filter which will be addressed under new business.

Special Reports –

WATERFRONT

Deputy Mayor MacFarlane stated they met last week with Roy Consultants and discussed the environmental Impact Assessment. He reminded Council of the Duty to Consult meeting at the Lions Centre on January 28th. They have a follow up meeting with ACOA and hopes the construction of the Marina will start in the spring.

Chief Administrative Officer's Report

Randy Wilson reported that:

- he met with Dan Glenn and Jon Burt on Waterfront EIA on January 8.
- the Town has received the budget; it's signed and approved by the government.
- he stated the arena is going well, very busy.
- he attended Western Conference CAO meeting on January 15.
- he attended Public Works meeting on January 16.
- he attended a meeting with Brent Sansom, Deputy Mayor MacFarlane and Councillor Simpson on January 16.

TOWN OF NACKAWIC
REGULAR COUNCIL MEETING
JANUARY 20, 2020

- the Duty to Consult meeting is on Tuesday, January 28 at the Lions Centre.
- he applied for WAWA permit for Trail Cleanup.
- the tender for left-hand turning lane will be approved by province soon, to run this week and will close on Friday, February 7th at 2pm at the Town Hall.

Councillor Simpson asked about appointing a new EMO Coordinator and to recognize Dewayne Boone for his many years volunteering as the Town's EMO Coordinator.

Randy Wilson stated the appointed will be Carter Stone.

Mayor Kitchen asked if Dewayne Boone has officially stepped down.

Randy Wilson stated yes, he has. We will have him attend a Council meeting and thank him for his many years of service and present him with a gift.

Councillor Toole asked how much would Council like to spend and would they need to make a motion.

Randy Wilson stated there is money aside for those things and a motion wasn't needed.

Mayor's Report

Mayor Kitchen reported that:

- he attended 2 RSC 11 committee meetings – Governance & Audit.
- he wrote a letter on behalf of building a Special Care Home in Nackawic.

NEW BUSINESS:

A) Shannon & Buffet to complete 2019 Audit

20-11 Motion: Councillor Toole
 Second: Councillor Farnsworth

“That Council engage Shannon & Buffet, Chartered Accountants, to do the Town's 2019 Audit at a cost of \$9,800 plus HST.”

On the question –

Councillor Simpson asked how long they were appointed for.

Randy Wilson stated they do it every year.

Councillor Simpson stated Council should consider looking into other accountants and see what their cost are next year.

TOWN OF NACKAWIC
REGULAR COUNCIL MEETING
JANUARY 20, 2020

Deputy Mayor MacFarlane suggested that the Town put this on the agenda at the next finance meeting and explore other options for next year.

Motion carried.

B) Music Festival Request

20-12 Motion: Deputy Mayor MacFarlane
Second: Councillor McConaghy

“That the Town of Nackawic donate \$150 to the Nackawic Music Festival.”

Motion carried.

C) Dillon Consulting

20-13 Motion: Councillor Toole
Second: Deputy Mayor MacFarlane

“That Council move to adopt a recommendation from our Public Works Committee to see Dillon Consulting – Fredericton Office; to complete a two-phase review of our Trickling Filter System. Phase 1 will be a full assessment of our existing system and Phase 2 will show repair options that will meet with regulatory guidelines as determined in Phase 1. This to include evaluation and feasibility cost through conceptual design work. Phase 1 not to exceed \$7000 and Phase two not to exceed \$18,000 plus HST. This is an approved cost under our current Gas tax Plan.”

Motion carried.

20-14 Motion: Councillor Farnsworth
Second: Councillor Toole

“That Council move to closed session.”

Motion carried.

Council moved to closed session at 8:41 pm and Dallas Cakes left the meeting.

CLOSED SESSION

A) Ron Berube Award

20-15 Motion: Councillor Farnsworth
Second: Councillor McConaghy

TOWN OF NACKAWIC
REGULAR COUNCIL MEETING
JANUARY 20, 2020

“That Council move back to regular session.”

Motion carried.

Council moved back to regular session at 8:56 pm.

20-16 Motion: Councillor Farnsworth
Second: Councillor McConaghy

“That Council award the 2019 Ron Berube Recipient to Vera Bradbury.”

Motion carried.

20-17 Motion: Councillor McConaghy
Second: Deputy Mayor MacFarlane

“That the meeting be adjourned.”

Motion carried.

The meeting adjourned at 8:58 pm.

Ian Kitchen
Mayor

Randy Wilson
CAO