

JOINT MAYORS ASSOCIATION OF TRINITY-BAY DE VERDE

MINUTES

Wednesday, September 19 2018 @ 8:00 p.m.
Small Point-Adam's Cove, NL

ATTENDANCE:

17 attendees representing 6 communities

PROCEEDINGS:

1. CALL TO ORDER:

The meeting was called to order by Chairperson Clayton Branton at 8:02 p.m.

The Chair thanked the Town of Small Point-Adam's Cove for hosting the meeting.

He also noted that this is the last meeting before the Annual General Meeting in Heart's Content on Wednesday, October 17.

Everyone in attendance then introduced themselves for the benefit of the guests.

2. GUEST SPEAKER(S):

Mr. Neil Dawe, Tract Consulting – Mr. Dawe began by introducing his colleague Kevin Clarke. They talked about enhancing tourism opportunities and what it could mean for our region.

Tourism has been doubling in the past 10 years since, and since 1950. It brings new money into our communities and region. Tourism helps make local jobs and make people want to visit, and some even lay down roots and stay.

Mr. Dawe then went on to note that tourism assets in our different communities, for example: Hearts Content Cable Station and Winterton Boat Building Museum. He added that communities need to have things for visitors to do while people visit, which in turn makes them happy and want to stay.

Mr. Dawe said the region also needs things for tourists to do after 6:00 p.m. each day. Their experience has to be filled with fun and enjoyment. Having initiatives take place early evening and during the night is just as important as destinations for throughout the day.

Mr. Dawe also encouraged everyone to always be friendly and speak to visitors and let them know what is on the go in your town/area. Tourists want to speak to locals and get intelligence about the community, region and province. They want the real Newfoundland and Labrador experience.

Mr. Dawe then explained how our region's tourism product must have at least 2 or 3 destinations or experiences for each tourist. Communities and businesses should partner to make their destinations and tourist attractions into a package – visit all three communities in one day as such.

Mr. Dawe noted the importance of internet and cellular service for tourists. They want to post pictures for friends and family. They need high speed internet to do that. Boosting tourism is usually quite difficult for communities throughout the province who do not have fiber op or high speed internet.

Mr. Dawe and Mr. Clarke added that branding is very important for tourism. Logos, marketing materials, websites, etc. are essential. When a town advertises an attraction, they must ensure it is operational. There's nothing worse for a town's reputation that to advertise something that is not actually there. This is bad for local business if it occurs.

Mr. Dawe spoke about experiential tourism. He said the number one things people want to do when they visit Newfoundland and Labrador is to speak with real residents – fisher people and traditional Newfoundlanders and Labradorian.

Over 550,000 people pass through the province each year looking to have fun and spend money. Communities in rural parts of the province need to have activities and experiences for these people in order to capitalize on them. If tourists have a good experience, they are twice as likely to return again.

Mr. Dawe then noted a program delivered by ACOA for tourism development – The Way Forward. This program provides money for tourism studies in particular. It's a development plan for 2017-2020.

Mr. Dawe reminded everyone that special events and festivals are great ways to attract visitors. He then talked about STAR (Strategic Tourism for Areas and Regions). This is a regional action plan and not for individual communities as such.

Mr. Dawe also explained how the gas tax funding municipalities receive would qualify for your share of a tourism plan for the region. If we have 10-11 communities interested in developing a plan, it would cost approximately \$2,000 each. The more towns interested, the less the cost for each community.

Mr. Dawe closed out his presentation with pictures of a lot of different plans that they have created for different communities. He said there is enormous potential in the Trinity-Bay de Verde area in regard to enhancing its tourism product. He would be happy to help.

The Chair thanked Mr. Dawe and Mr. Clarke for their presentation.

Mr. Power suggested that members take this information away and come back at the next meeting to discuss whether to move forward with a project. He will have a letter ready at the next meeting that members can bring back to their council for budgeting purposes.

3. APPROVAL OF MINUTES:

The minutes from the meeting of Wednesday, May 18, 2018 were presented for review and approval.

MOTION: Moved by Mr. Bren Power and seconded by Mr. Frankie St. George that the minutes of May 16, 2018 be adopted. All in favour. Approved.

4. BUSINESS ARISING FROM THE MINUTES:

Next Steps for Cell Service Pilot Project – Mr. Power noted that he will work with the association to complete a submission for the Provincial Government's cell phone service expansion program with the Department of Tourism, Culture, Industry and Innovation. He suggested a committee be established from the executive of the association. The group agreed. Additional updates will be provided as they become available.

Eastern Health Update – Mr. Power noted that Eastern Health has reached out to provide an update on the establishment of a Community Advisory Council for the region. He said there will be a meeting for anyone interested in being a part of the Community Advisory Committee on the 21st and 24th of September. Anyone looking for more information can contact Amy at 709-752-4520.

5. FINANCIAL REPORT

Ms. Coombs delivered the financial report.

MOTION: Moved by Mr. Gord King and seconded Mr. Frankie St. George that the financial report for September be adopted as tabled. All in favour. Approved.

6. NEW BUSINESS

6.1. Upcoming Annual General Meeting:

The Association's AGM will be held on Wednesday, October 17 in the Town of Heart's Content. There will be two reports, but no election of officers.

6.2. Fall Social:

All members present were in favour of holding the fall social event on November 24 in the Town of Heart's Content. Mr. Power will work with the town and send out the invite. Mayor Branton will coordinate the music for the night.

6.3. Next Steps for Planning Session:

Mr. Power said the Eastern Regional Service Board is still willing to coordinate a strategic planning session for the association. He suggested sending out a poll with a number of dates for fall 2018 and spring 2019 that communities can choose from. This will be the last opportunity for communities to agree to come together for this initiative. If it doesn't work in the fall of 2018 or spring of 2019, the initiative will be postponed indefinitely.

6.4. Councillor Training Session:

Mr. Power noted that he has spoken with Mr. Brian Peckford who is willing to come to the region and give a presentation on council operations and legislative requirements for towns. Mr. Power will follow-up with the aim to have Mr. Peckford attend the November meeting of the Association. This meeting would be solely dedicated to the presentation, so to allow enough time for instruction and questions afterwards. The group agreed that they would consider Mr. Peckford's travel expenses if he requests support. Mr. Power will follow-up in this regard, too.

6.5. Update on federal Taxation of Councillor Remuneration:

Mr. Power distributed a CBC News article which outlined details of changes coming in 2019 to the taxation of councillor remuneration. Budget 2018 in Ottawa got rid of tax breaks for councillors. This will affect many of the communities in the region significantly. There will be an update at the upcoming MNL Convention about this issue. It is expected that MNL or FCM will soon take a position on this issue. Mr. Power will provide updates as they become available. Association members are encouraged to pass this information along to the town councils as soon as possible.

6.6. Eastern Regional Service Board Fire and Emergency Services Mandate:

Mr. Power noted that the Eastern Regional Service Board has been provided an enhanced mandate from the Provincial Government for the delivery of fire and emergency services in municipalities, local service districts and unincorporated areas. Any community interested in attaining the support of the Board is encouraged to contact Mr. Power as soon as possible. Approximately 12 communities have already reached out to Board for assistance, similar to what it provides to the community of Holyrood and areas along Salmonier Line.

7. COMMUNITY REPORTS/ROUNDTABLE

7.1. Waste Management:

Mr. Cumby noted some issues his community is experiencing with Eastern Waste Management. In particular, the contract is transferring waste from vehicle to vehicle in high traffic tourism areas, and there have been three

missed collections at residences in the community. He said a letter was sent to Eastern Waste Management, but no response was received. He also said the waste is being piled extremely high in the back of garbage trucks which could become a public safety issue.

Mr. St. George noted that some waste collectors speed in and around the community. He has spoken with the contractor and the speeding has subsided.

Mr. Branton noted he has had similar experiences in his community when it comes to the contractor transferring waste from one truck to another. When they flagged it, the contractor went outside of town to complete the transfer.

Mr. Power said he will follow-up with the Manager of Waste Operations on behalf of the Association. He will provide an update at the next meeting.

7.2. Ambulance Service:

The Chair talked about the Ambulance Association and how the government will not negotiate anything on the contract until the year 2020, and the amendment will be put in place until then.

Mr. Bren Power also spoke on this contract and said that they were given 8 days to sign a contract or we will take your license. This is not acceptable. The Ambulance Association asked to review the amendment to the agreement that was presented and government said no. The association was asked to sign something that they didn't even get a chance to review by September 22, or they may lose their license.

Mr. Branton asked that the joint mayors association have Mr. Power write a letter expressing the region's displeasure.

Mr. Bren Power asked if we hold off until our next meeting. Mr. Cumby says we should get a request before we get involved as Joint Mayors.

The Chair will bring the issue up at the next meeting and the group can then decide whether or not to send a letter to the Provincial Government.

8. NEXT MEETING:

The next meeting will be held on Wednesday, October 17, 2018 in Heart's Content. The Annual General Meeting will be held on the same night.

9. ADJOURNMENT:

Seeing no further business the meeting was adjourned by the Chair at approximately 9:45 p.m.

**Submitted by: Kimberly Coombs
Secretary/Treasurer
10/17/2018**