













Transcript - ECM Oct 14, 2025 - kickoff meeting with Asbb consulting

Speaker Summary

Val Kean		00:22:40 (29.5%)
Maddie (Asbb)		00:18:46 (24.4%)
Leon McKenzie (Asbb)		00:07:28 (9.7%)
CAO MacLeod		00:06:16 (8.2%)
c. Dale Richardson		00:05:39 (7.4%)
Chair Andrew Locke		00:04:32 (5.9%)
Megan Cox		00:04:07 (5.4%)
Warden Penny Smith		00:03:57 (5.2%)
Jill Webb		00:01:32 (2%)
Heidi Wagner		00:01:02 (1.4%)
c. Sherry Irvine-Thorburn		00:00:48 (1.1%)
Speaker ?		00:00:01 (0%)

[00:00:05] Chair Andrew Locke

We're going to welcome everyone for our 14th meeting of the economic growth strike meeting. All the meeting to order. And first, I think we're going to hear from Val of the approval of the agenda. All right. All right. All right. We need a motion to have the motions are through. All right. Which carries all those in favor.

[00:00:32] Warden Penny Smith

Hi.

[00:00:33] Chair Andrew Locke

Hi. I'm your Monday. All right. And also approval minutes from the September 23rd meeting. Also need a motion to approval those minutes. I want to go through them. All right, motion carried. We've been very long. I saw this market gap in the best previous analysis.

[00:01:13] Val Kean

And we have ASBB economics and research here so they were awarded a contract for our market gap and investment readiness analysis. So this is our kickoff meeting with Emma Goldberg, the committee on on how this will work, what are the things that they're going to do, where the committee will be involved, where they'll do public consultation, and the data that they'll be collecting. So I will hand it over to themselves for some introduction, then I'll share the screen as well for the presentation.

[00:01:47] Maddie (Asbb)

Okay. Thanks, thanks very much, Val. So before we get started, maybe we could do just the roundtable of who's here. It's just the name, just what you're in, your data activity, like a current, or whatever else that you're involved in the community. And yeah, I think that should give us a good idea of who's in the room.

[00:02:08] Jill Webb

Can I go in for a moment?

[00:02:10] Megan Cox

Hi, I'm Megan Cox. I am a local scripture. Awesome.

[00:02:15] Maddie (Asbb)

How long have you been in the community, Megan? Born and raised here. Awesome. Good.

[00:02:20] Heidi Wagner

I like to hear that answer always. Hi, do I get the award in the news, Paul? And I'm born and raised here too.

[00:02:30] c. Dale Richardson

Awesome. Dale Richardson, municipal counselor. Been on a lot of volunteer work throughout the years. For instance, a garden community garden venture and other groups. Born and brought up in the area.

[00:02:53] Jill Webb

Hi, I'm Jill Webb. I'm economic development officer here at the municipality. I've been with the municipality for four months now, and I've lived in shelter for seven years. Hi.

[00:03:02] c. Sherry Irvine-Thorburn

My name is Sherry Thorben Irvine. I'm also an elected counselor. I sit as the alternate on this committee. I was born here. I lived away, so I would be an example of migration. So it was my parents that out migrated And that has an impact, as you all know. And so I returned in 2012 and this is my second turn. Awesome.

[00:03:33] Speaker ?

Yeah.

[00:03:33] Val Kean

Thanks.

[00:03:34] CAO MacLeod

That's a warm welcome. See you all.

[00:03:37] Val Kean

File came director of acknowledging community development and staff support for the committee.

[00:03:43] Chair Andrew Locke

Thank you a lot. I'm a local president and business owner of the town. I was born and raised here in the town, but I live in Newsp own. personal fisherman and business owner.

[00:03:56] Leon McKenzie (Asbb)

Nice to meet you. We're excited to be on this project. My name is Leon McKenzie. I'm with the ASBB and many and many of you to be on when she feels I would be a good fit for projects and so I'm really happy to be in this project because I do was born and raised here. And although I live in Yarmouth, I was born at Sandy Point, and I grew up in East Jordan, and my mom still lives here, and you're all the time, and I grew up pulling ticks off me, and I was at it. And camping, and all everything, everything here, you know, roseway beach. It's a very, very wonderful memories of this community. I love this community, and I'd love to see it prospering, bro. So you all say you were born here, so I thought I needed to do the same thing. And if you still look to your Jordan, I'd be your counselor tonight. So I grew up right in East Jordan just after, just after the, uh, uh, breakwater road.

[00:05:01] Megan Cox

Uh, we're at the East Jordan. So I'm just going to sleep Jordan.

[00:05:04] Leon McKenzie (Asbb)

I would be your counselor for the day. Yeah. Great to share. Penny, uh, if you're online, Penny.

[00:05:14] Maddie (Asbb)

Yeah.

[00:05:15] Warden Penny Smith

So I'm Penny Smith, a game born and raised here. I was a staff of the municipality of Shelburn for 24 and a half years before I decided to run for council. So this is my third term as counselor and warden for the municipality of Shelburn. Very, very excited about this economic development growth committee. And I think that we're going to do some really wonderful things for the community together.

[00:05:46] Maddie (Asbb)

Awesome. OK, well, I guess, you know, it's just left to me. I'm Maddie. I'm not born and raised here, unfortunately. But I do love Nova Scotia. So I spent most of my life studying actually in economics. And I worked for various organizations, Canada, housing corporation, Deloitte, and a few other private investment companies in the North. And when I left Deloitte, I was working and living in the Army, but working in Deloitte, Toronto. And I saw like flying back from Toronto back and forth. I realized that there was this opportunity to bring that knowledge here locally. And I wanted to do that because I loved living locally. I decided to live in the Army. And these, I don't know, like London, England, and Toronto, because I think that there's something about communicating in small communities. It preserves the soul and the human spirit of who we are as human beings. And so I thought, OK, well, can I maybe bring some of my expertise and do something? And there wasn't really anything of the sort. So I decided to start an economic agency from the start. And hence, here we are as through economics and research. Neil has been a really fundamental part of like our team because we've just finished a big project in the valley to set up a DNA morphine work there. So I think like his knowledge of like working with municipalities, working with councils, working with the public has been like really important for our projects, just without the public who can't really pass any of it. So he's been an integral part and I think that we're going to do probably a few more projects together for Danielle. So yeah, and so this is the team we have, some folks in Halvex, like one analyst there, one in Toronto, and there's myself. And so we'll, you know, we'll be here in person as much as we can because we live very close to here.

[00:07:45] Leon McKenzie (Asbb)

Unless they will be us mostly in person. Yeah, and there were no other folks will be online or occasionally here.

[00:07:51] Maddie (Asbb)

Yeah, so we'll go through the plan just a little bit to show you. You know, what we've planned, and this is all open to discussion, right? Like nothing's said in stone, but we're just going to come with a plan and see like, where do you think things are going to be? Okay, good. All right. Any questions? Just feel free to put your hand up and you can address them right away.

[00:08:14] Jill Webb

So we can, we don't need to spend any more time on about a slide, but here we are.

[00:08:22] Maddie (Asbb)

Next slide. Next slide. Perfect. So, you know, the reason we thought maybe this meeting would be important is to kind of review some of the dealer rules. Like, are they still, you know, deliverables? Right? Just a discussion around those. We have a set of few like questions to go over, so we'll take notes there. And then, you know, you know, what does that look like in terms of success for this project? Like, what would you like to see out of it? That's what I'm going to discuss it. So the next thing is like kind of like a small team, but a bit of a partnership That's gonna be the next slide. Sorry, I unconsciously gave you this beauty of slide maneuvering. And I didn't even realize that you had a scroll on my brain.

[00:09:09] Leon McKenzie (Asbb)

I need to, yeah, sorry.

[00:09:13] Maddie (Asbb)

There. This one. Sorry, one, two before. This one, this one. Oh, my God.

[00:09:19] c. Dale Richardson

There's similar page number.

[00:09:21] Maddie (Asbb)

Our page five. Yeah, there we go. So I want to pull up this slide, because as you can see, like, you know, me and Yale, you know, feel over our illness. But the planning is blank there because when we were doing the scoping of this project, we have a few partners dealing consulting as a partner of ours, East Point and Hal Fax, engineering companies, a partner of ours. We really felt like the zoning and all of the bylaws really should have an eye of those folks, those experts, because at the end of the day, you know, you want to make sure what the community wants to see. that's actually allowed by the zoning and the way the infrastructure is hopefully going to be set up. So that's why that's blank there. And one of the first things that we'll do, Neil, maybe we can go to that blue slide. So the next one. Yeah, there we go. So this is kind of like what we got the overall project is going to look like. First, we've already identified the process of land. But then we'll kind of go and identify from the secondary data point of view, you know, commercial retail and service gaps in the regional economy, you know, so in and around here, like what's actually missing, you know, and we'll look at the municipality level. And then for the evaluation of the land readiness, that's where like maybe you will consult with the planners, you know, on our partners there just to see like what's feasible. And then, You know, part three is gonna indicate, you know, entail stakeholder engagements. Like that's where we're gonna bring it in, but this is one of the project objectives from the RFP. You know, all fours will help aid to, you know, make an investor attraction strategy for whatever. These are a lot of opportunities we come up with and the role is not. But in detail, next slide. Yeah, there we go. So this is, this is a whole project in a nutshell. Okay. So here we are with somewhat of the kickoff meeting. Again, the market gap analysis will start with original economic data review and analysis, benchmarking what other folks have done in similar areas, where they've had similar pieces of investment plans. stakeholder engagement is going to be an important one. We'll talk a little bit about that today, like who we should consult and how we should do it, because we understand the public's an important part of that. So after all of that, will do some commercial opportunity profiling, having come up with what the community wants from those parcels. And then, you know, it works with investment readiness, attraction, marketing, and finally, like, present at the end. So this is kind of what we think might be the roadmap to go forward, but happy to open up the floor. There's anything that we can set out in there.

[00:12:11] Heidi Wagner

For one, three. So what kind of timeline? are we looking at for phase one, the three?

[00:12:19] Maddie (Asbb)

Yeah. Well, that's actually a question that we also have. When do you want this project to be completed by? That's always right out there. I would say in line with our project cycle. Yeah, like March. Yeah. Yeah. So then I think the stakeholder engagement's really ideally should be in, I'd say probably like in the new year. you know, mid-January, February, just because it's gonna take some time to get the word out. And that, those are things that we can work on. We'll get like all of the market gap analysis and things like that done in November. And then, you know, as soon as new year hits and folks are back, we can do the engagements and hopefully help through the investment readiness and things like that shortly after. Okay, good.

[00:13:12] Speaker ?

Yeah.

[00:13:14] c. Dale Richardson

Next slide. Yeah. Keep chatting on this one.

[00:13:17] Maddie (Asbb)

I think that, yeah, we can go to slide number nine, maybe. So I won't go over all of it because then we'll lose our whole time, but I want to ask some questions, but it's available for you. But basically, when we're looking at, you know, these two parts, these parts of the land, the way we, you know, we advise starting is to look at like the zoning, the servicing, et cetera. You know, of course, we'll visit the land, but you know, we're familiar with it, but also like scoring the land in terms of environment, accessibility, servicing, and things like that, right? And then we'll validate it with our stakeholder engagements and, you know, this committee here. And then we'll kind of go about doing like the matrix and then investment strategy based on those. Is there any questions on that? Okay. The next thing that we wanted to talk about is the economic opportunity scanning. So that's in slide 11.

[00:14:18] Warden Penny Smith

I did have a question on the other side. Sure. I think I saw that you had a timeline of about 18 to 20 weeks from start to finish. Is that correct? Yeah.

[00:14:31] Maddie (Asbb)

I think it's about 26 weeks altogether. 22. Yeah. 22 weeks. Okay. Thank you.

[00:14:44] Heidi Wagner

So slide.

[00:14:50] Maddie (Asbb)

Okay, so oftentimes when we do an economic opportunity scanning, we often start with market demand identification, you know. So really talking with municipality and potential, you know, the community, I think, really understanding like what's underrepresented. in the commercial and industrial sectors. I know Bridgewater, for example, did like a retail market study and bring that, you know, that looked at the gaps and things like that. We won't be doing in retail market study, but we'll be looking at similar indicators to see like where the gaps are, because I'll tell us like what could be feasible here, right? And then we'll do like the asset mapping and readiness, you know, that's a little bit of zoning work, opportunity and profile and scoring, and then in the investment readiness. If I was going to be all together with the community, like what you folks want to advertise. And then, finally, I want to go over the economic profile stuff. So some slides, 23 onwards. Next one. OK. So here's kind of like a snapshot of some of the data that we've collected. So again, you know, this is all public data. It's from Statscan in 2021, which was the last census. You know, the population was 4,336. It did go up. Like it did increase. And yeah, like 1.1%. I'm not sure like do you guys feel it's still increasing or?

[00:16:30] Val Kean

Absolutely. Okay. Okay. Okay. I think if from my opinion is the 2021 data, and we've seen anecdotally a lot of increase. I mean, I get herself as a real estate agent. She doesn't talk to the market.

[00:16:50] Megan Cox

And I think the moms are selling new families, new kids, new high coach, new people coming in.

[00:16:57] c. Dale Richardson

I would suspect it would be too increasing.

[00:17:00] Maddie (Asbb)

I think the next census is 2026 maybe. I mean, it's coming on. So we'll see that.

[00:17:09] Leon McKenzie (Asbb)

Is there any way to pull that sort of way to that? Is there any pull that was like property assessments or, you know, like a range of 2026 for that data? We all and only feel there's an increase, but there must be some way we can pull number there somehow.

[00:17:24] CAO MacLeod

Val has done a engagement company to do a housing demand analysis. It's got a lot of demographic data in there, so you'll have access to that.

[00:17:36] Val Kean

Yeah, so they did some ship share analysis and some cohort analysis on populations alike communities of regional data. So there is some scenarios for highs and lows. I think all of them show us growing access for the cohort low, I think show them decline. I think it's unrealistic to say any communities are declining at this point with immigration. If it seems to be everyone is kind of growing. And people are moving around.

[00:18:05] Maddie (Asbb)

That's very good. And then we'll need to maybe look at the age groups that are coming in. So I'll determine like the world.

[00:18:12] Val Kean

I can say it was turned around right So we kind of took the housing needs assessment that the problem that they did for the governments and then applied some more localized knowledge to it, which created some scenario source for population growth.

[00:18:34] Maddie (Asbb)

We have some forecasts too. We have some data partners, so we have population forecasts. So happy to bring that to our next meeting.

[00:18:43] Val Kean

Unfortunately, we're all of us go to the census and some of the surveys that service the statistics can't have to do. They don't translate down into role. Oh, we know. We've played a lot for data private data for our communities have amazing and then you start peeling that back and it's like, Oh, yeah, you can't even get reached and all that up for that. Yeah. Yeah.

[00:19:07] Maddie (Asbb)

So the next slide we wanted to show you because we wanted to show you like what Okay, so this is, again, from our private data, but basically, this is my export value, right? So how much we're exporting out of here? The top 10 industries. Okay, so ship and boat building is obviously the highest one, and then of course seafood, because fishing is still big here. And then, you know, there's provincial, various levels of provincial government at the end. So do you guys feel that this is kind of an accurate description of what you feel are the primary industries here?

[00:19:39] c. Dale Richardson

I don't think seafood would let it.

[00:19:42] Leon McKenzie (Asbb)

Andrew would sure thought. The seafood and fishing there in the two quantities, but they're different.

[00:19:48] Val Kean

Yeah.

[00:19:49] Leon McKenzie (Asbb)

So basically you would look at together would be more.

[00:19:52] Val Kean

Right.

[00:19:54] c. Dale Richardson

Well, just the fishing.

[00:19:56] Chair Andrew Locke

I would have thought would let it. Yeah, yeah, should building a lot of a lot of guys come from other parts of like you say. Yeah, we've been laying all over to have boats built here. Oh, yes, so that doesn't surprise me that the industry. And there's, you know, the price of those items are fairly high. So it only take 24 vessels to be 48 million.

[00:20:18] Val Kean

And not all our fishing is like it's it's exports either. essence is international access. No, no, just out of province.

[00:20:26] Maddie (Asbb)

Oh, yeah, I give it just going out of the province. It's 30 million.

[00:20:30] Chair Andrew Locke

So slow. That's all live. Yeah. Quick question for me.

[00:20:37] CAO MacLeod

It's probably not a big number, but I think with a lot of the new people that moved to this area, there's a lot of home-based businesses like the internet-based businesses. But I don't know if we can highly we get data on that to see how much that is or how much it's growing.

[00:20:55] Maddie (Asbb)

Independent businesses, yeah. They're working remotely. We actually have data on working remotely. So that's kind of thankfully published that. Like they have an indicator to measure that now. Yeah, we can look at some business count data and get that for you. There's some independent.

[00:21:13] Val Kean

Would it be post COVID? Yeah. Okay, yeah, for sure.

[00:21:19] CAO MacLeod

Not entirely. I don't think it'll be big, but it's definitely a growing sector there. I think I know it's called a sector.

[00:21:27] Leon McKenzie (Asbb)

There's some marketing data on it too. You can also be on the other side. What the market's actually on earth. So I'm sure I can get my hands on some of that too. Okay.

[00:21:37] Chair Andrew Locke

Yeah.

[00:21:37] Leon McKenzie (Asbb)

Okay.

[00:21:38] Val Kean

Perfect.

[00:21:39] Warden Penny Smith

So Mr. Chair.

[00:21:41] Chair Andrew Locke

Just one area. I'll think 33. Yes. Go ahead.

[00:21:45] Warden Penny Smith

Thanks. I just wanted to agree with what I believe it was Councillor Richardson had said about the fishing being a third. So I'm just wondering when you have that title fishing, what does that entail? What does that mean?

[00:22:02] Maddie (Asbb)

Fishing would be just classified as its own industry. I mean, we can read you the- I would suspect landed product.

[00:22:13] Chair Andrew Locke

So, yeah, just for instance, in the 2024 calendar year, in only LFA-33, which is from back row to the 10-point LFA, so it's \$183 million for the product landed. That's one fishery. And that was probably kind of for half of it. Yeah, that's certainly just locally we'd be close to half, so I think that that number's certainly not.

[00:22:32] Val Kean

But is it all exported? No, it's just exported.

[00:22:35] Chair Andrew Locke

No, I need an interest in it. I would say, I would agree with you. So maybe we need to look more closely at that data from that line item.

[00:22:46] Warden Penny Smith

So yeah, I'm just wondering what the data actually meant. So yeah.

[00:22:51] Maddie (Asbb)

So the fishing, like the fishing, I mean, how the NAICS is defined, right, is the group, the industry group that comprises establishments primarily engage in commercial catching or taking of fish, shellfish, other marine animals from their natural habitats. That's the definition of fish.

[00:23:10] c. Dale Richardson

That's low, really low.

[00:23:13] Warden Penny Smith

I just find that number to be very low. And to the chair's point about ship and boat building, I mean, it wouldn't take too many vessels now to come up to 48 million for sure.

[00:23:27] Maddie (Asbb)

So these are export data, right? We're happy to take a look at it. But this is just what's being exported, not the total GDP data, like not the value of the products formed, but just rather what's being exported, right?

[00:23:46] Warden Penny Smith

Okay. And for hospitals, what would that entail?

[00:23:50] Maddie (Asbb)

So, for example, for hospital, let's say that, let's say that there's So it would be staffing essentially. So basically, let's say like if we're sending staff or we're working on patients that are not from the province, like that would be exports essentially. Okay.

[00:24:15] Leon McKenzie (Asbb)

Yeah. Providing diagnostic medical treatments. Yeah. To inventions. The scope would be hospitals in category are licensed to treat patients of any age in various medical issues.

[00:24:28] Maddie (Asbb)

Yeah. Okay. But it's not the GDP number. It's an export value number. I think, you know, what might help is if we go to the next slide, because that might be easier for us to look at... Well, the fishing line doesn't even account for ground fishing in the Hollywood or any of that, and then we still have.

[00:24:46] c. Dale Richardson

So, can't lay off.

[00:24:48] Maddie (Asbb)

Can't lay off.

[00:24:49] Leon McKenzie (Asbb)

Can that process? We'll check on it.

[00:24:52] Maddie (Asbb)

Yeah, we'll check on it. It's just the export values, but, you know, we can, for sure, like get into the primary details again. But this is like this is found online like it's from stats can. But if you look at this one, this is the labor force data. So this is like how much like what are the primary industries here based on where folks are mostly employed. You know, and so it's different from the, you know, the fishing data again, sorry, the previous sector because here you see actually like the industries that You know, employ the most amount of people might not be the same once as where you're getting the most exports from.

[00:25:33] Jill Webb

The fishing employment is hard to capture.

[00:25:36] Maddie (Asbb)

Yeah. So here, the, you know, the number one is the business finance and admin, you know, basically, you know, the government jobs, health care is, of course, a lot. Sales and service occupations are all the retail sales that that would go in there there. Trade is huge. Yeah, that kind of you where they've got efficient. It would be go under eight natural resources. That's where they were putting it. We just put it in your crew and it might come under trades. Yeah. Okay. And then in manufacturing, so that's where you're processing the plants and things like that. Yeah. And then we need to put it on here, but like basically men. Men are, of course, where you would expect them to be trades, resources, manufacturing, et cetera. And women are more an admin administrator. I mean, it's just an expectation in terms of what we see in the data, usually. So that's how we read it that way.

[00:26:40] Val Kean

Oh, I think the warden has a question. I'm going. Sure. I'm going to see it.

[00:26:46] Warden Penny Smith

Oh, thank you. Yeah, no, I was just thinking back to the last slide and this one even too, I guess. I'm just wondering if it might be helpful, I guess, if there were examples or something under each heading just so that people have an understanding of what each one represents.

[00:27:08] Maddie (Asbb)

Sure. So the particular jobs, right? Like, yes. Yeah, we can add that in.

[00:27:24] CAO MacLeod

I'm just going to jump in here. I got this presentation. I think it's just mostly for the benefit of the committee. I think it's not something that's going to be presented at our public engagements or anything like that.

[00:27:37] Warden Penny Smith

Yeah, no, but, but I'm thinking no for anyone who listens to this recording or sees this would, would it be helpful for them as well?

[00:27:47] Maddie (Asbb)

No, I think that the way what we thought about is giving you a snapshot of what's currently there. It has nothing to do with the parcels of land or how it's going to be developed. It's just to say if there's particular industries that come in, they're going to want to look at what labor force is out here. And these are the types of workforce that you might look to to do your investment strategy. That's all correct. So, I mean, you know, we're happy to get through this and go to the questions, which I think is really the importance of this meeting, really. Where do you prefer? Yeah. Yeah, I think so. I think we're in the same book. All right. I think maybe we can. Yeah. So why don't we just pull up this our questions slide. Sorry. The questions. Oh, sorry.

[00:28:42] Leon McKenzie (Asbb)

Oh, that's not my computer here.

[00:28:44] Maddie (Asbb)

It's my screen that you share. Oh, right. Oh, I don't have a word document.

[00:28:50] Leon McKenzie (Asbb)

Oh, that's one. Yeah.

[00:28:51] Maddie (Asbb)

There we go. Okay, perfect. Then we just wanted to kind of understand, okay, well, what is your understanding of this project, right? So we did our introductions already. Then I think we can just go into discussing, you know, it doesn't have to be formal, but we want to understand from your point of view, like as a community, what are your strengths? And you know, when you're thinking about your strengths, think of your assets too, like what do you consider assets? And then think about your strengths that way. So people, locations, sectors, industries, partnerships, I think about a normal economic development point of lens.

[00:29:48] Val Kean

I think affordability. Yeah, it's a strength that we have. It's more affordable to live and grow community and build a family and do your life. And yeah, I mean, everywhere is expensive, but in comparison, you know, we do tend to be a little bit more affordable.

[00:30:10] CAO MacLeod

or connection to the ocean. I mean, our key industries are surrounding the ocean and protecting and extracting resources from the ocean and servicing those industries.

[00:30:26] Megan Cox

Definitely community. Yeah, that's what I always try to sell on myself right now. Yeah, community and how it's affordable. trying to connect a friend of a colon, I'm like, look at this host doing it.

[00:30:40] Val Kean

We have a very welcoming community. We tend to have a very diverse, you know, makeup of our community members.

[00:30:53] c. Dale Richardson

It's been fantastic. I know locally whether we're fortunate or whatever in the local area, I mean, they come from the ways as they call. And it's not really fair to call them. But they moved in and became part of the community. And look, we have a community hall where it came COVID time, considered that it was going to be a lot more period. And right now, we're hard pressed to get a date that you couldn't go in and use it, because they've come in and participated and so much more going on. And one thing I see a lot of people that came from away. The ones that join in the community feel at home. The ones that don't or are not used to that are migrating back. They're going back to that city life and not adjusting. But the rest it's a part of family. So that is a big selling point. The only other things I think we have a hardware here that is second really to none or third to none that is not even being scratched on to be used. It's still, I think, is a big asset. We have a fishing industry that the indications are that our most profitable fishery is in decline, which has raised concerns. And I think we have all that expertise on the water and vessels and everything else. Somehow, there has to be some opportunities that we can find to other, you know, stand-to-season or replace parts and pieces, whether it be service work and the ocean or whatever.

[00:32:45] Megan Cox

I think we have lots of room in our community for like all levels of newcomers from like professionals like doctors, lawyers, dentists. All the way to trade people just simply, I don't see it simply, but they work really hard. but like landscapers, clean rest, and you can get a home here for \$200, 300,000 a pair of 2 million.

[00:33:07] Val Kean

And a whole idea of secondary education. And we have a social community college who is a marine center of excellence and often have micro-credential offerings for trade work. And they also have room for expansion, which I think is an opportunity.

[00:33:32] Heidi Wagner

And I've worked for CBDC as well. So that's a community business development center. And we were very approachable and we've seen from small business to large business coming and new business. Like it's not just expansions or anything like that. So we're seeing an influx huge with us.

[00:33:54] Chair Andrew Locke

I think Penny would like to have something to say.

[00:33:58] Warden Penny Smith

Oh, yes, thank you. No, I agree with everything that's been said. The only thing that I would add is perhaps about the strong social bonds that we have here in the community. And we have the most amazing volunteers as well. I honestly don't know what we would ever do without them. They're really the best in the community.

[00:34:19] CAO MacLeod

I hope they're good.

[00:34:24] Val Kean

Yes. They were very vibrant tourist economy as well, which we see as an opportunity to continue to expand and have been successful in establishing an event's destination, designation, self-proclaimed, and now being recognized by the province.

[00:34:52] Maddie (Asbb)

Okay, so now a little bit about the two parcels of land and include any of your thoughts there. But what are some of the specific revitalization or development opportunities would you like to see as a community? Like what are your thoughts? We could be wish list, right?

[00:35:16] Megan Cox

So I also was away. I lived in Ontario right downtown Toronto for 15 years. And as a returning shelter, it was two children growing up there. I miss, I feel, and I've talked to this is almost like a more like a recreation. Yeah, like, like we have gyms, but like, like indoor pool or like resources. And I'm big in sports, but I have a kid now that's going into like the art feel. And like it is to feel like that would be one of the size food. The only thing I missed from having a larger community is dance fractures, closer.

[00:35:58] Chair Andrew Locke

I think Barrett is working towards a goal on a new facility to do with indoor recreation.

[00:36:05] Megan Cox

Like an indoor track to run and indoor cool and indoor soccer, the elite thing. I know they have a bridge water. So that's part of the community development. And I think that would people would stay.

[00:36:23] c. Dale Richardson

I'd like to see a destination hotel. I always call it. We have kids that are in the sports with now, whether it be tournaments and we're not hosting them because we have no accommodation. They are not up to date. I don't want to be degrading them, but they've been with her over the years. And I just recently again, come back to Ontario in a trip. And we stayed at one that was very basic. I think it was in Amsterdam, sweet or something that was called. But I said, what a fit. You know, a hometown with up to 50 to 100 rooms that does have a pool. The people can come stay for the weekend. We can't sell the community to outsiders if we have no place to put it.

[00:37:17] Chair Andrew Locke

And the business like that would support all these other things that Maggie's talking about is because you get to rent that. We have a new hall wall field that we can't have big torches and a place to put the people. Preventuals wouldn't it? Yeah. And people stayed in Liverpool.

[00:37:33] Megan Cox

We're driving an hour away.

[00:37:37] Leon McKenzie (Asbb)

sports, sports stories. Yeah. Yeah.

[00:37:39] CAO MacLeod

And linked to that, they'll, we don't have any new modern convention centers.

[00:37:44] c. Dale Richardson

And you know, if it was like a destination on that, would accommodate all the above. Yeah. Hopefully. And I don't think we would just be drawing from here. I think we would draw out of here. Yeah. Because they have nothing to offer there. Yeah. So we're depending on Airbnb. So that has always been the top of my list that we could interest to change. The only concern, I think down the road, of course, we've proved is how much foot traffic and occupancy. But we recently had a conversation to somebody that has cabins in the area. And they're running 100% occupancy and already have 80% for the next year. So I think there's some capacity there.

[00:38:40] Leon McKenzie (Asbb)

I was stalking some of your tourism stats. That's where I like to live. And I, many gets a lot of data from our channels. I pay for tourism data and metrics on stuff and my other profession. And yeah, I was surprised to see the growth that's averaging around 20,000 in 2022 and 23, I think I'd said, I was around 20,000 room nights sold. And then last year, or 24, I was around 17 to 18,000. I didn't even enough time to look at your broken Airbnb's, but I see that that's growing a bit too, but I'll just say you may know.

[00:39:19] Megan Cox

I have Airbnb's and I can't even get like one or just being booked for the whole year now. I can't even walk a nightly anymore.

[00:39:28] Leon McKenzie (Asbb)

So I know in our region, It's more towards those love, but all of what you're saying and I just want to say that, you know, having the combination of a destination hotel or traditional accommodations in conjunction with other types of accommodations like cabins and beautiful Airbnb's and other things is the best form for a destination if you're moving into a tourism perspective. And because it allows different folks to experience different accommodations that they want. If you only have a combination hotel, or you only have Airbnb's, it can be challenging. So having a great Nexus.

[00:40:03] c. Dale Richardson

To me, it would be the anchor for those tournaments for those large scale events that demand that versus Airbnb.

[00:40:14] CAO MacLeod

Questions I have, sorry, for Manning is what I'd like to find out from you guys as you go through this process is, is there and activity of development, and property that would be a magnet to other developers, and other activities. So is there, you know, it would be stupid to know if the academic Donald's there, what else would want to come around that? An anchor. So what kind of anchor would work on that property? Yes, to start with. Yeah, create a cascade of exactly as a good work cascade.

[00:40:53] Warden Penny Smith

Yeah, no, just to add to what others are saying. And just thinking back to the other question, another thing that we should be celebrating is that our community helps others when they are in need. I mean, we see it time and time again, and that's one of the wonderful reasons for living in this area. But just to get back to this question, when people come here, and I'm sure Megan can attest to this, The first three questions that we've heard anyways are, can I get a doctor? Can I get high speed internet? And what recreational activities are there for my family? So I mean, those are huge for anyone moving to the community. And I'm sure that's probably the same in many communities. Poor Warren knows my thoughts on a pool. I've been praying for one for probably 15 years now. And we have talked about, you know, having the nice hotel that perhaps has the pool and to be able to be utilized by the community, such as at White Point. But, you know, for me, I'd love to see us have a destination that really celebrates the beauty of our community and at the same time you know, includes all of those wonderful recreational activities and also creates some really good paying jobs for the community.

[00:42:30] CAO MacLeod

I'm just going to jump in here for a second here. So, Harts Point is not part of this RFP at all, but it has a part to play in it. And that is that we are going to have an RFP next year that we're going to be putting in front of the committee to look at what the whole idea is for consultants to come in and tell us what the art of a possible is for that property. Depending on what's happening on that property, could actually dictate what comes on the 103 property. So I think the two are somebody out of it. I think we should keep that in mind, at least the consultants should keep that in mind.

[00:43:13] Megan Cox

to preserve our aspect would be definitely there. And we all want the retail. Yes, we want some retail that we don't have to drive an hour to our sport. I am finishing. I think we can give a Costco and everybody from work, why are you going to come back? It's too busy.

[00:43:28] Val Kean

Bert, why are you going to come here to Costco, because it's too busy and how about I am finishing like like pick dreams, the being able to market whatever economic development is on the 103. And I always use the The example of like Kittery down in Maine, I think it is, as they actually market themselves to tourist because they have unique little discount high end discount type shopping. So I always thought that that was a really neat idea to tap in and service not only your local your local residents, but you're also able to use the business case of your tourist economy, because we do have that larger spending and going on during our high tourist seasons, which are extending. So we now have, you know, our large Canada's best fall event in the fall now and moving on to having some large holiday events in the winter as well.

[00:44:38] Maddie (Asbb)

So going back to the heart, you know, the heart's point parcel, right? Do folks have like a good idea of like what you want that to be so that this can be like in conjunction with it kind of like some ideas are, you know, because if it's going to be in tandem, right? Like that initial vision is really important.

[00:44:57] Val Kean

It's definitely not something that we've done any community conversation around. I mean, you know, when you look at the property just individually, I'm sure everyone has kind of like a wish, you know, a dream in their mind, but that could be, but when everyone's talking high and resource convention center recreational opportunities, that's the parcel that my mind would go to. But, you know, I don't know if I assume the community would probably be in line, but that's we have a lot of work to go to making sure the communities involved in that vision.

[00:45:34] CAO MacLeod

I think it's important we don't fall down a certain idea and fall one idea at this early point. I think next year, when the whole idea is to get a whole menu, what can happen on that property? And then you can have a wholesome discussion as to which ones you really think fit. And then recommend that to Council and then Council connector decisions.

[00:45:59] c. Dale Richardson

I had thought when we were looking at that parcel of land up in the 103 more industrial park. For instance, whether it be something like the preach water, the toothbrush, and small businesses local, whether it's the welding shops or fabrication or whatever. And I would think heart's point leans more if you want to view. There's still lots of room there. The thing is to come up with that anchor.

[00:46:37] Val Kean

Yeah.

[00:46:38] c. Dale Richardson

It's like board says. It's Costco.

[00:46:41] CAO MacLeod

Yeah. Yeah. Yeah. Another grocery store. I mean, they actually be on a large point.

[00:46:48] Heidi Wagner

It's a grocery store.

[00:46:50] CAO MacLeod

Yeah. And, and then, celery, some businesses.

[00:46:54] c. Dale Richardson

I don't personally think it would be a great fit on that. property on the highway for a hotel. I don't think you have a view of it.

[00:47:05] Val Kean

Not a world of plastic, though. But maybe, uh, I have to look at the best way. But yeah, we do also have vacant property or industrial park that's designated industrial development. So you know, we have that opportunity as well for more of those more industrial type uses. in the commercial recreation in the other areas. Yeah.

[00:47:31] c. Dale Richardson

Well, in God forbid, I mean, we must have recognized the fact that we're going ahead with wind energy. There's a great opportunity coming here regardless of services in that industry. Of fabrication, the hardware being one, they have to have access into notes, shipping with a blade, hearts, pieces or whatever. Most of the other harbors are full capacity. We're learning sheet harbor, Halifax, and so on. We're actually pushing one to push industries out of because they're so busy.

[00:48:06] CAO MacLeod

So then there's two other assets that we've got. I know we haven't talked about, but one, obviously, the harbor was linked into the cruise ships. So we have had historic cruise ships as many as eight or nine coming in the year. It's never been ending steady, and we don't actually have a dedicated facility to receive them. So that's one to keep them mind the other one. network. So the trail network is starting to develop and it actually goes straight through a large point. And at some point it's going to be connected all the way through to the garment and all the rest of it. That's something where you can see year-round traffic coming through there. So it's possible that there's businesses associated with that as well. Sorry, I had a straight question.

[00:48:57] Maddie (Asbb)

No, these thoughts are important because, you know, at some point it all goes together. Okay, I hate to talk about challenges, but do you think that there could be anything that gets in the way? Like infrastructure, workforce, regulation, regulations of big one?

[00:49:15] CAO MacLeod

Infrastructure right off the bat. There's a challenge. Infrastructure would be expensive. So water and sewer would be very expensive to get up there. initial development up there, I would say, might want to look at big enough parcels for onsite septic and well. You know, we'll do the studies to find out how much of will cost to get water and sort up there. But whether or not we can find a developer that's willing to take on that cost is going to be a question mark right now. So it might be that The infrastructure we're looking at putting in there is roads and that the lots of cells are well on septic initially. So that is a challenge.

[00:50:05] c. Dale Richardson

Does it have that road that does split the property now? It's old. When I say old, I mean old. But it has a little bit of a base there. Goes right up between the property now. It's no longer a road.

[00:50:20] CAO MacLeod

Well, it's no. Yeah. That we own it. And it goes right into the town. So it's a challenge and an asset at the same time. Yeah.

[00:50:29] Val Kean

Oh, it's an algorithm. Yeah. Absolutely. It's a great asset. The challenge.

[00:50:36] Leon McKenzie (Asbb)

I didn't see that. Was it actually have a name? And I was wrong. Now it's wrong.

[00:50:44] Val Kean

Okay.

[00:50:45] CAO MacLeod

Another challenge. So we don't have direct access on the one more three. Oh, you have to come off of exit 25. to the property that way.

[00:50:54] Val Kean

Yeah, there's multiple entrance points off the, the door, the long drive just off exit 25 that you would have to exit.

[00:51:01] CAO MacLeod

Because it's a controlled highway so you can't get access on to it. Okay.

[00:51:06] Maddie (Asbb)

So they'd have to come, come in and then sort of into it.

[00:51:08] CAO MacLeod

It's just, you know, what, what is it?

[00:51:10] Val Kean

Just like exit 12, like a two, three hundred meters off the, the exit would be an entrance point. Okay.

[00:51:20] Maddie (Asbb)

Um, All right, we talked a little bit about the opportunities already. I think that gives us a good idea.

[00:51:28] c. Dale Richardson

And I guess we should probably mention that a heart's point would face the same issues.

[00:51:33] Chair Andrew Locke

I think that the heart's point probably would be significantly more expensive to develop when it comes to sewer and water, more than like, it's just because of proximity.

[00:51:46] Val Kean

Yeah, and depending on the type of development, you see there.

[00:51:52] Maddie (Asbb)

One last question that maybe we have is like, in terms of the economic priorities, right? Like, what are your top three priorities would you say? I know that from the notes already, like, health and wellness and all of that is really important, right? Like, building the community part, that that's important, that if it's one, then that can be one. But what would you say, like, are some of your you know, economic development priority so that this, you know, that this analysis kind of touches on that, that it's not so far away from those parties.

[00:52:28] CAO MacLeod

Katie, did you want to jump in?

[00:52:31] Warden Penny Smith

Oh, I was still thinking on the last question there. I just wanted to say that when I was talking earlier that my thought was Hertz point and not so much the property on the highway. But I definitely agree with the comments that that were given on that. And unfortunately, I have to go to another meeting. So I must leave to join another meeting. But very grateful for the opportunity to be a part of this and looking forward to hearing about the discussion later. So thank you very much and I'm gonna just take off here now.

[00:53:07] Maddie (Asbb)

Awesome.

[00:53:09] Warden Penny Smith

Thank you very much. Okay, bye.

[00:53:11] c. Dale Richardson

Thank you, Bennett. I'm supposed to be in the same meeting.

[00:53:15] Val Kean

I think we're almost, and we have a little bit of an agenda to go through after.

[00:53:20] c. Dale Richardson

I still have a corner to go to. Yeah, we only need we only need one counselor for so I don't think there's anything else is that's all we're doing here.

[00:53:41] Val Kean

So first priority is an economic development. I think one is considering current economic landscape. And we don't want to We don't want to directly compete in development with existing development we want to bring in and emphasize what we have and grow on what we are instead of directly competing with existing.

[00:54:11] Chair Andrew Locke

In order to do that, I think you need to bring people from outside of the community, to this property, to do unique part of it. I was thinking bringing the arm with money and literally to bring it here and it's a shop there or two, whatever, because locally small businesses just barely make it as it is.

[00:54:31] c. Dale Richardson

So it'd be nice if that anchor was for younger people that we could draw in just, you know,

[00:54:41] Val Kean

But as you see economic development, you're not only increasing the accessibility to commercial communities to exist. You have an in-work migration of people to work, people to build, people to say you're going to see your population grow with economic development and housing opportunities.

[00:55:04] Megan Cox

But I really even just go into bridge water. And I look at Toronto as gets overwhelming. and going into Halifax, they go, oh my God. So I couldn't imagine being in Yaremont and having to drive to Halifax for certain needs and shocking potential. So if we could bring the bridgewater to Yaremont, even dig me, you would probably rather come this way to go to Halifax. Yeah.

[00:55:24] Val Kean

So it is evident that we are strategically located at that kind of that hour hub, the economic hub point around Halifax. You usually get every hour, you would have some type of economic hub, but between Bridgewater and children, for a majority of our government, you don't. And Shelton is that our point.

[00:55:43] Heidi Wagner

People are looking for employees.

[00:55:54] Megan Cox

And we do have a lot of new Canadians coming that are filling a lot of that void and that's good for girls too.

[00:56:03] Val Kean

Yeah.

[00:56:04] Maddie (Asbb)

I might go lost or I don't know what's going on. Yeah, I mean workforce, I think that that's part of the matrix that I showed earlier. That's something that we'll have to look at. Because even if it's a retail sector, they're going to need to look at the labor force. Yeah. And that's a challenge all over the country, not just here, I don't know if that's so crazy.

[00:56:26] Leon McKenzie (Asbb)

So Val, your comment earlier about the landscape and non-competition, and not competition, but thinking about not thinking that you're in a silo here. That would be more under the collaboration and outcomes more like, you know, like, what would it say, successful outcome look like?

[00:56:43] Val Kean

Yeah.

[00:56:45] Leon McKenzie (Asbb)

With your, with your other municipal partners.

[00:56:51] Val Kean

With your other municipal partners like what?

[00:56:52] Leon McKenzie (Asbb)

Yeah. Yeah.

[00:56:53] Val Kean

Yeah. And I think in the scope of data analysis, here will be for gaps within the region. So, yeah. The AAL Queen's teammates where, where can we make an impact in the region? so that you are drawing those that the population and the money from other municipalities and other units.

[00:57:11] CAO MacLeod

So success for me would be getting a strong anchor in there that would be a magnet for other commercial enterprises.

[00:57:22] Maddie (Asbb)

Yeah.

[00:57:24] Heidi Wagner

You can't even buy a cell phone.

[00:57:28] Maddie (Asbb)

And so where do you guys go for that? Which is closer?

[00:57:33] Megan Cox

They're both going out the same. But Bridgewater's gotten so much busier than I've had for Yarmouth now. We've had to bring letters and say, what do we need to have here to save you from going all the way to Halifax? That's what we need.

[00:57:48] Leon McKenzie (Asbb)

I'm here all the time. But the joke we always say in Yarmouth because we do have hotels. We've had that because of that investment or the influx of US travelers. So we actually have more hotels and accommodations than most small towns Yeah, would have. But our struggle and our work is to make sure that those are fall all year and working within the seasonal framework that the whole province works. So you're doing the right thing when it comes to seasonality and trying to grow up, you know, tourism and destination stuff in the fall. That's all these things we can do. But we always say that, you know, when you had Halifax, the garments five hours away. And if you're in your month, it's three. Like it's just that it's also branding and All this other stuff that you were going to have to do to position in these two pieces or two pieces technically there, the highway piece and let's say it's all in that strategic storytelling. And that makes him like fluffy, but I really start to drink that cool way because it's true. You need to start telling your story owning something and you're doing with the pumpkin word, you're being bold and you're pushing out and you're saying, this is our thing and we're the best at it. And doing the same thing with these facilities. because ultimately it's the story that you convince an investor. And investor, you're telling them a story tip and based in truth, that you're convincing them. And then others will follow that investor. Like you mentioned, you're having an anchor, having all of the things. You can get that right person to buy into the story and buy into the larger vision. Then we can hopefully you'll have other folks that are going to be going to latch on and see that. And someone was mentioning the harbor crews and all those other things, I think tourism can be done sustainably. There's other places around the North East US that are currently having issues with over tourism because they didn't manage it, or they haven't been able to manage it, maybe they intended to, but they haven't been able to manage it strategically. And they're suffering for that now, and we're being, yeah, from it. Like we're meeting the province because cruise lines are looking for ports exactly like shell lines.

[00:59:58] Val Kean

Yeah, and I think we have a couple cruise ship scheduled for 2020, six. It's just getting them here, you know, be nice to start having them say longer than a few hours in the afternoon. And yeah.

[01:00:14] Megan Cox

And like I said, a moment, I forget a way for our family in the winter and January from our March is true or the rod and grab a movie, Boston Pizza and swim and swim.

[01:00:26] Leon McKenzie (Asbb)

Yeah, great.

[01:00:27] Megan Cox

Yeah.

[01:00:28] Leon McKenzie (Asbb)

That hotel is a little, a little great example of how they position that hotel for millennials, younger people, working families, those types of things. And it's leverage sports tours and then all those other things. It's, it's one of them trying to do that, you know. Yeah.

[01:00:43] Val Kean

And we had a communication with the WAF for nations because they actually owned the adjacent piece of property, the former Oxbow property. So we want to make sure our development is aligned aligning with their development, if they're planning this type of development, we would want to be planning to do these, I think, things next to them. Yeah, absolutely. We'll make sure that we're allying with those. Supporting on.

[01:01:05] Maddie (Asbb)

Yeah. Yeah, perhaps like an engagement session with them.

[01:01:10] Val Kean

Yeah, and we've had multiple conversations with them. They're open to chatting with us and keeping that line of communication open. I don't know that they have plans, for say, for that property, but they have a vision.

[01:01:24] CAO MacLeod

I mean, they mentioned the gas station, not type of thing initially. But I don't think they've hung in on a plan yet.

[01:01:35] Val Kean

Yeah.

[01:01:35] CAO MacLeod

So it definitely would be a partner I would be.

[01:01:38] Val Kean

Oh, a coffee shop on this side of town to alleviate the mess that Tim Hortons has up there would be amazing. I was there the other day. You can't call my way. I just want to say something. Thank you. Thank you. Thank you.

[01:02:17] c. Sherry Irvine-Thorburn

I just would like to just add this, you know, we know with these big anchors and it's absolutely critical that we have it. They're going to look at us right now with our low population. And how can we attract them as the anchor that we need? I just wonder about that. It's sort of the chicken and the egg thing.

[01:02:36] CAO MacLeod

Normus, because it's on the highway, you're bringing in people from Normus and Barrington. And maybe even people from Liverpool coming down. Sure, I just want to add that population is big.

[01:02:46] Heidi Wagner

And don't forget Laport, Laport's little, but they're still drawing people.

[01:02:50] Val Kean

Well, in our county population isn't much different than what digby is. And look what digby is. Yes. Digby has a Canadian tire, a Walmart, super store. Super store, super store. So we, so there you go. So I digby times. Yeah, but it's because they draw into their tourists. and they have the fairies going to go across there. So, I mean, those things are important, but that's why we're doing their data that they were presenting, you know, growth populations, those projections are super important to the work that they're going to present and give us the business case to attract investment.

[01:03:30] Maddie (Asbb)

Yeah, not just here, like, in and around.

[01:03:32] Megan Cox

Yeah, it's like an entire service by, like, everyone that's passing through. I will continue to push because from Toronto here, I would, if I was in Bridgewater, it's totally crazy. I would somehow advertise the Bridgewater, like, why go to the city, it's so crazy come this way.

[01:03:50] Leon McKenzie (Asbb)

Have you found that, because I've had multiple conversations with, like, just the anecdotally meeting new folks come in, they're like, yeah, we wanted to have Nova Scotia from Ontario, or wherever, or West. And then we'll start looking at properties in each around. Wow, this isn't, we're not going to make much on our money. And then they're like, so we've got a little further sales. And then we're like, Lunenburg's too expensive. And then, you know, I've, this isn't a gig at Shalvern at all, but I've had conversations where they said, and when we looked at Shalvern, and Shalvern, the value was there, but the infrastructure and other pieces weren't there, like the wrecked piece you talked about, and maybe post other educational opportunities, Yarmeth's French schools were simple too. I don't know if that's possible. But it's just another thing. And then they said, Yarmeth, And then we're always fighting that same kind of branding story piece because a lot of folks that we just, you know, are 4% of the tourism receipts in the province. But then it was a kind of the Goli-Glox situation when they were like, if I could afford the place, all the life, safe, all these other things. So, Shalvern has so much of that already, but it's like, you know, how do we get past that one other little thing? We're finding those other pieces of infrastructure that might work in these two pieces of property. That would be that we would then say, Okay. Yeah. Properties, right? How do you write? How do I feel when you guys write? And we had these other assets that now my child can do X, Y, Z that's important to me and write. That's the doctor group at two, as we all know. Yeah. They're all looking at the same thing.

[01:05:18] Maddie (Asbb)

Yeah. In terms of partnerships, um, is there any folks that you guys are currently working with, uh, in prevention, like investment with Scotia, uh, Those partners are for different projects.

[01:05:34] Val Kean

Yes. So on the recreation side of that social work, always in communication with them, but different opportunities coming up more on the marine side like in our industrial turn down there.

[01:05:49] CAO MacLeod

They are we are a first point.

[01:05:59] Maddie (Asbb)

part of this engagement, just to understand their viewpoint on what these are. Because I mean, we have a regional development agency like Ren. There's not one in the South Shore. I think there are stocks of one, but in lieu of that, the rest of the school show would be the folks to go to. I think that this has been very, well, this has been definitely a good intro conversation. I guess what We'd like to know from your point of view, how would you like to us engage with you? Because there's a bit of work where we can kind of do our desk work and come present it, like how would you like to arrange the progress? And when we kind of present to you, like.

[01:06:43] Val Kean

I think it is in the scope of work to present to the economic growth. But I think this committee will also be heavily involved in all your public. It's particularly public engagement sessions, and I think it'll be good for the committee to go through that process and almost use it as like a development of themselves and how we can engage more of them. How can we talk to them more? How can we make sure we're approachable to our residents to be able to give us feedback and their own visions and aspirations for shelter?

[01:07:22] CAO MacLeod

Yeah, we've just said it's really important because we We are on the spotlight right now for not being transparent. And by having this committee out there engaging with the residents is really important.

[01:07:35] Maddie (Asbb)

OK, OK. So I guess in a way, like we can work that out behind the scenes too well. It's not necessary here. But as a just a, just a poor, like, just a poor call, like how often do you meet monthly? Monthly? Yeah. I get to stay there every month. Okay, perfect. Yeah. Because if the engagements were to go through in January and February, maybe we could work together to put together the list and the communications probably November and December together and present like a plan and go over the bushings and so on. Yeah.

[01:08:08] Speaker ?

Before that.

[01:08:09] Leon McKenzie (Asbb)

Every second Tuesday is it?

[01:08:10] Maddie (Asbb)

Yeah.

[01:08:12] Val Kean

At this time, like what? Yeah. That make change a little bit, a little bit, a little bit, a little bit, a little bit more busy on the table. I feel like we should respect it.

[01:08:24] Leon McKenzie (Asbb)

I feel like we should respect it. I feel like we should respect it. I feel like we should respect it. I feel like we should respect it.

[01:08:37] c. Sherry Irvine-Thorburn

I feel like we should respect it.

[01:08:39] Val Kean

I feel like we should respect it. I feel like we should respect it. I feel like we should respect it. But most of the fishermen here are also hunters, so this coming year they're like... Yeah, seeing. Yeah, yeah, we're two yet.

[01:09:06] Maddie (Asbb)

No, there's so many of them are hunting in my backyard. I know.

[01:09:09] Val Kean

My husband's currently in Charlesboro, so...

[01:09:13] CAO MacLeod

I guess some nighttime hunters at her place.

[01:09:16] Maddie (Asbb)

Just from the car. Those are not.

[01:09:18] Chair Andrew Locke

I don't know what those are.

[01:09:20] Maddie (Asbb)

I think we got everything.

[01:09:22] Val Kean

So the next steps what we're going to do is just, you know, valina's are going to work on the document review.

[01:09:26] Maddie (Asbb)

So we're going to review all of the public documents that that are already available, just understanding the economic priorities from the community's point of view. There's been some community consultations as I understand that can be done. So you want to understand that stuff before. And then hopefully, look at the zoning stuff to in November. But I'll work with Val to see when you folks would like to meet us next. And maybe we could talk about a bit about the engagement plan in detail next time, because the communication of that would And we would really rely on the community members, like the community members here, to get the attendance. Yeah, I think it would take like a lot of communication. So yeah, yeah, yeah. So that's it from us. I don't know if there's anything else that's competing. I'm getting excited about it.

[01:10:35] Megan Cox

Oh, but man needs to decide what he would drive to someone before we can tell us what it is.

[01:10:40] Leon McKenzie (Asbb)

I did answer your question. Did I know? I will think about that.

[01:10:42] Maddie (Asbb)

I kind of went through here weekly for sure. Going back to Halifax. Yeah, but it's just work at night. You know, like we have a product in Uber actually so far.

[01:10:54] Leon McKenzie (Asbb)

It's your Saturday for the work out and for tricky. So maybe drive here.

[01:11:01] Chair Andrew Locke

All right guys, we're gonna move on. So again, it's finished up.

[01:11:05] Jill Webb

Thank you very much.

[01:11:11] Chair Andrew Locke

Okay, business arising, so first of all, we're the meet and greet event. Thank for my options.

[01:11:21] Val Kean

It is actually still some ideas around that. I'm almost thinking now we're going to do some more engagement, but they might want to do it. Anyway, Jill has a few ideas, some for November, some for January, so we can go ahead and discuss.

[01:15:41] Val Kean

But those things come with growth. Those recreational amenities and services and stuff. Those come when you start to grow as a population. And you need more of those things. Like, another one doctors are always asking for. Private school. Private education. And we don't have it. We can't offer it. Even dead care center folks. but there's no more population. You get these more business opportunities.

[01:16:10] Chair Andrew Locke

All right, Joy, you get on the meet and greet discussion.

[01:16:13] Val Kean

So we'll plan with Manny around there. Yeah, that sounds good. Yeah, I mean, a little bit of care, Megan.

[01:16:21] Megan Cox

And then too, I don't know if you guys said it, like not everybody's comfortable speaking out loud. So even like a drop box, right? Absolutely. Yeah, absolutely.

[01:16:29] Val Kean

And we can have some apps on the wall, like a depiction of the properties that we have. right down to our industrial park. Sorry. Public information session housing and recap on that. Yes. So I do on September 25th. We did a public information session for housing programs. We announced our municipality's own grant opportunity for affordable housing. We had the province in talking about a variety of their programs that incentivize housing developments. We had about 15 to 18 people, not including the presenters and stuff in the room. We gave, you know, information about our surplus lands, but the committee had worked on previously, talked a lot about our housing needs and some of our growth projections and stuff like that. Since that meeting, I thought it went really well. Lots of great questions since that meeting. I've had two scheduled for next week and we've already got one submission or application for grant or affordable housing grant. And I have a meeting on Thursday with another housing developer. So the words getting out that we're investing or incentivizing housing You know, the prospects are good. So yeah, so all of all Joe and those needing, of course, around the zoning and planning to make sure things fit where people want to put them. Yeah, there's fun to give the committee a recap on that. How do I really? Well, you know, people came out. Yeah.

[01:18:20] Chair Andrew Locke

All right, website.

[01:18:23] Val Kean

So in the, in the During the last meeting, we talked about some more website information, more along the lines of committee member bios and contact information. So I now have your contact emails on there. And I'm just waiting for Megan for her picture for. There you go. So I was ready to go and I just used your application information for when you submitted your application to be considered for the. That's OK. I didn't want to take one off Facebook because you know, I don't know what you want. So if you want to send that to me, I can work on getting those on the website ASAP. Yeah. Yeah. So that's it. So now your contact information is out there and encourage for people to give you other thoughts and feedback and constructive thoughts on development. Yeah.

[01:19:19] Chair Andrew Locke

OK. Committee vacancy.

[01:19:26] Val Kean

So we had five applications for the vacancy closed on Thursday last week. The chair and the CIO have reviewed those applications and I think have recommendation which will then it has to go to council for official appointment. So I'll get it on the agenda for the next meeting but if chair if you want to We'll talk to you here.

[01:19:54] Chair Andrew Locke

I did a discussion with Warren about this and decisions made to pass along the Drew Jacqueline's application to municipal council for approval is a community member report. Drew is a municipal business owner. He's a young guy who's trying to make his business work. It seemed like he was a good fit for board. So we're going to push it up the chain to the counter and see if they'll agree with it as well.

[01:20:24] Megan Cox

And I know what he's doing to pick a wall stuck. And then James are just killing it. And this will, I just have to say this, sorry, but I think they have like 50 players coming and not one of them's local. So that's amazing for, again, hotel sports. Like we think of only kids, but like, yeah, that's great. Exciting.

[01:20:45] Val Kean

Yeah. So he had a great set submission for applications. Exciting that we had five. And we had seven of the first time and five this time. That's good. Yeah. He's got all the key fact age. Yeah, he's not sure. He's all my age. But you know, those owners have moved away, come home and definitely expressed his passion for saying this community where I would thrive. very exciting so we don't need a motion of this committee just because if there's no committee members we don't pass it through the committee so it just goes straight to council but just so everyone's aware that those applications were reviewed so you'll get that on the next agenda it'll be on the next agenda so yeah so he will he'll be notified one so he'll be notified that he's been you'll be offered the position and then it'll be officially appointed at the Excalculating, which is next Wednesday. So yeah, and then we'll get us by on that side as well. And we'll get us by on that side as well. And we'll get us by on that side as well. And we'll get us by on that side as well. And we'll get us by on that side as well. And we'll get us by on that side as well. And we'll get us by on that side as well. And we'll get us by on that side as well. And we'll get us by on that side as well. And we'll get us by on that side as well.

[01:22:02] Megan Cox

And we'll get us by on that side as well. And we'll get us by on that side as well. And we'll get us by on that side as well. And we'll get us by on that side as well. And we'll get us by on that side as well. And we'll get us by on that side as well.

[01:22:11] Val Kean

And we'll All right.

[01:22:14] Chair Andrew Locke

Get on that.

[01:22:15] Val Kean

Yeah.

[01:22:15] Chair Andrew Locke

Okay. Moving on. Community terms are referenced. So sick has been revised. Yeah. Should be prepared.

[01:22:22] Val Kean

Yeah. There'll be a motion for this item. So we've just made the changes that we discussed up the last meeting. So they've highlighted red. So this does illustrate the position of the alternate. So alternate members present at regular meetings. When all elected members are present, we'll be considered a member of the public for purposes of the meeting and not able to participate in discussion. So if you did know this, Councillor Irvine was not participating until the other two appointed members left and then she was, now she's asking the official capacity once they're not there. So she think she was able to engage in the discussion.

[01:23:03] Chair Andrew Locke

Give both of them need to meet?

[01:23:05] Val Kean

No, only one of them need to meet, but they happen to both leave at the same time. Yeah, so it's now clearly stated in here that that went all when all elected officials are here, the alternate will be treated. So so just you as chair, we'll have to make sure that if so, if someone's excited and wants to speak that they'll they will we'll be allowed to and I think that we'll allow it with it being recorded that we should state that yet, Councillor Richardson has left the meeting and Councillor

[01:23:37] Heidi Wagner

uh, the Irvine has stepped into that role. Yeah. Effective that such in such a time.

[01:23:42] Val Kean

So just so it is documented. Formalized. Yeah. Yeah. Yeah. Yeah. So that just clearly illustrates that for the, you know, so everyone understands that it's not a full council appointment and it is the balance of still being maintained there.

[01:23:57] c. Sherry Irvine-Thorburn

Correct.

[01:23:58] Val Kean

Uh, so I've added in virtual attendance. Okay. Um, so all committee members will be permitted to join. The meaning virtually that they have to be able to confirm that they can because these are live-streamed and are recorded, they have to be able to be heard and seen by the rest of the members and we have to provide that same technology. So as long as we can accommodate that, you can join virtually at any time. There's no limit to the amount that you can join virtually on.

[01:24:33] Chair Andrew Locke

So just a question to enable the public to see and hear each member participate. So where will the public view the?

[01:24:38] Val Kean

So this is being recorded. So as you can see here on the screen, so when when the warden was on there, the public is so when this is being recorded and put out to the public, or if in any time we start live streaming, the public could see in here. or if they're here or if they're here, they can see here. Yep, so because of the public meeting, the public has to be able to hear and see what's going on in the meeting.

[01:25:01] Chair Andrew Locke

But at this point, they can't, like we'll say log in and watch the meeting in progress.

[01:25:05] Val Kean

Yep, they can. We offer virtual links, so I'll get to that.

[01:25:09] Chair Andrew Locke

Yeah, I said they didn't know where that link is because of people asking about the meeting. So it wasn't, hey, if you want to see the phone, I want to help with you.

[01:25:15] Val Kean

Yeah. So we, yeah. Okay, so as long as each member can do that, well, we allow public or virtual attendance. So the next change is just that. The Ministry of Health will make it a combination of virtual attendance of the public when technology is available. So right now, it's just on our website and on our social posts that they just email me for that virtual link. It's very difficult to post virtually publicly to get a lot of bots and stuff trying to do their meetings and stuff. So I am trying to establish a guaranteed channel where we can just live stream and they won't need a link at all. They can just go to the channel and see the live stream. I just haven't had a chance to set that up. I'm a little busy. We're about to, but that's now passed. So we have some breathing room. So we will work towards doing that. Yeah, that's a great way to build on a transparency. So it does say, in addition to recorded meeting minutes, some minutes later, we'll make every effort to live stream or capture video and audio recordings, that would subsequently be being available publicly on our municipal website. So, working there, it's just, but I wanted to capture it all, you know, in terms of reference, but it doesn't have to come back. So, that is the overall goal. So, I do need a motion to accept. the Green Falls terms of reference, which will then also go to the next council meeting for adoption. I'll make that motion. I'll second it.

[01:26:51] Chair Andrew Locke

All right.

[01:26:53] Val Kean

I'm very fond of it.

[01:26:56] Chair Andrew Locke

It carries.

[01:26:57] Val Kean

The chair is a proud now.

[01:30:36] Val Kean

Once we have a poll, the thought was to wait for another member. Not saying that that person needs to be the vice chair, but we'll leave it to I think we did talk about the last meeting that we've moved it to the day after, not the day before. Is that council? I got it broken.

[01:31:00] Jill Webb

I think it's council. So we already did decide that with the last meeting. So it's 13.

[01:31:21] Val Kean

So next meeting date is the 13th. I'll just change that on the website tomorrow, that way it's there for a role. And I think it's three days before the meeting. We have to make sure we have the agenda publicly available. So yeah, is everyone happy with the communication? Yeah. You weren't available on her vice chair to establish the agenda this time around. So I just want to add, based on what needed to be done and the kickoff meeting taking up the bulk of our So, generally, you would be.