



TOWN OF STELLARTON

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Committee of the Whole Agenda January 25, 2021 5:30 PM Council Chambers

- 1. Call to Order**
- 2. Approval of Agenda**
- 3. Approval of Previous Minutes** – November 23, 2020
- 4. Business Arising from the Minutes**
- 5. Correspondence**
 - a. HDSA Possible Town Project Grant Re: Request for Grant
 - b. Meghan Bragg, Health Promoter Re: Energy Drink Info
 - c. Mayor Nancy Dicks Re: Pictou County Mental Wellness Roundtable
 - d. Lynn MacDonald Re: 2021 Tax Rate
 - e. Stellar Curling Club, Re: Annual Advertisement
- 6. RFP Commercial Water Meter Installation Recommendation**
- 7. RFP Town Hall Renovation Recommendation**
- 8. Open Forum**
- 9. Next meeting date: February 22, 2021 at 5:30 PM**
- 10. Adjournment**

Stellarton is a thriving community that is safe, healthy, inclusive and engaged with a robust economy that appeals to businesses, citizens and visitors alike.

NOVEMBER 23, 2020
STELLARTON, NOVA SCOTIA

MEETING

A meeting of the Stellarton Committee of the Whole was held on Monday, November 23, 2020 at 5:30 p.m. in Council Chambers.

PRESENT

Chair Deputy Mayor S. Lawand, Mayor D. MacGillivray, Coun. B. Knight, Coun. S. Campbell, and Coun. G. Pentz. Also present was the Town Clerk S. Higdon.

1. Deputy Mayor S. Lawand called meeting to order at 5:30 p.m.

2. AGENDA

The Agenda was approved, on motion by Coun. G. Pentz, seconded by Coun. S. Campbell. **Motion Carried.**

3. APPROVAL OF PREVIOUS MINUTES

The Minutes of October 26, 2020 were approved on motion by Mayor D. MacGillivray, seconded by Coun. S. Campbell. **Motion Carried.**

4. BUSINESS ARISING FROM THE MINUTES

There was no Business arising from the Minutes.

5. MUNICIPAL ELECTION 2020 RECAP

Josephine MacDonald, Returning Officer, began by discussing and asking for feedback from Council on the following:

- Nominations; convenience and satisfactory
- Communications; returning calls and emails
- Campaigning; signs and other issues
- Voting procedures; all electronic
 - o Council feels that Paper Ballots should still be an option in future
- Election process; voter websites
- Election night; issue with the website
- Return of materials and deposits

Josephine provided relevant statistics; 57.6% in the Town of Stellarton voted; vast majority voted online; 40% voted by telephone.

Questions/Comments:

Coun. G. Pentz re candidate's eligibility to run for Council and what disqualified an individual. Josephine received clarification that the individual had not lived in Stellarton for the required timeline and had to be disqualified.

Coun. S. Lawand re ensuring that the candidates are told results prior to others.

Josephine reported that there is a protocol to follow where the CAO's have to be notified first. Since Town Clerk S. Higdon was doing the auditing for the election, she was extremely busy with that task.

Council thanked Josephine MacDonald for the recap.

6. CORRESPONDENCE

a. IWK Foundation Re: Request for Donation – Town Clerk S. Higdon reported that this was a donation request. Council agreed to defer to budget deliberations.

b. Lions Club Request for Toll – Coun. B. Knight was asked by the Lion's Club to hold a second Road Toll on Lawrence Boulevard. Coun. B. Knight made motion to approve the Lion's Club request for a second road toll, seconded by Coun. G. Pentz.

Motion Carried.

7. COMMUNICATIONS PLAN DRAFT

Paige Clarke, Marketing and Communications, presented a Draft Communications Plan highlighting:

- Good base already
- Background
- Goals
- Strategies and Tactics for implementation
- Timelines
- Signage, Social media, website and web-maintenance, Newsletters and local media support
- Internal cooperation; monthly managers' meetings, etc.
- Strengths, weaknesses (and threats), opportunities
- Support from Council, staff and the community
- Financial factors
- Risks
- Brand recognition; transparency
- Town Committees; opportunities for individuals
- Local business support and involvement
- Great green spaces
- Consistency with all Town documents; logos, etc.
- Business development group
- Stellarton "swag"; branded Stellarton items; separate logos i.e. Homecoming, Communities in Bloom
- Media moderator; concise information
- Timelines; coincide with the current Strategic Plan in place; 2021 crucial year to implement; 2024 goal to have completely in place
- Communications for all; strengthening the base that is already here
- Surveys to measure success

Questions/Comments:

Mayor D. MacGillivray agreed with items such as Committee updates on website; consistent documents; branded material, possible virtual shop.

Coun. B. Knight re branded items, souvenirs; consistency with documents; signage.

Coun. S. Lawand comments re very detailed plan; would like to see more financial information for items like replacement signage. He also commented on the Business Development Group; Website updates, business content, directory, NSBI cooperation; media moderator; integrate the current Strategic Plan with the Communications Plan; historical recognition content.

8. OPEN FORUM

No one spoke at the Open Forum

9. NEXT MEETING DATE: January 25, 2021 at 5:30 p.m.

10. ADJOURNMENT on motion Coun. G. Pentz.