

— **MINUTES**  
**TOWN OF ANNAPOLIS ROYAL**  
**REGULAR COUNCIL**  
**March 21, 2011**  
**9:00 a.m.**

Present: Mayor Phil Roberts, Deputy Mayor Doug Shaffner, Councillor Pat Power, Councillor Holger Mueller-Sparenberg, Councillor Kathie Fearon, CAO<sup>1</sup> Boyer, CDO<sup>2</sup> Linda Brown, DOF<sup>3</sup> Melony Robinson, Administrative Assistant Monica Mills as recording secretary, Keith Saunders (ADPC<sup>4</sup> representative) and members of the public.

Regrets: N/A

**CALL TO ORDER:** Mayor Roberts called the meeting to order at 9:00 am.

**APPROVAL OF REGULAR COUNCIL MINUTES:**

It was moved by Councillor Mueller-Sparenberg, seconded by Councillor Hudson that the minutes from February 21, 2011 be approved with the following amendment: page 11, last line should read, "The issue of development can not commence until the Town has the school." Page 2, line 1 should read, "DOF Robinson stated that the budget should be revisited in June..." Motion carried. Mayor Roberts stated that in a chance meeting with Ramona Jenne, Minister of Education and a member of the Treasury Board, that the Town should hear about the provincial budget by early April.

**ADDITIONS/DELETIONS TO AGENDA:**

1. First Reading Planning and Heritage By-Law (New Business)
2. Invitation from ADPC (Correspondence)
3. Recommendation from Environment Committee regarding Farmers' Market (New Business)
4. Royal Canadian Legion cenotaph concept (New Business)
5. Two Letters from Hillsdale House
  - a) One letter is regarding the fee for listing on website. Mayor Roberts stated that this would be covered under Recommendations from Committee of the Whole, recommendation #2.
  - b) The other letter is regarding the Board of Trade and will be under correspondence
6. Business Liaison Committee and Community Development Officer (Business Arising)

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<sup>1</sup> Chief Administrative Officer

<sup>2</sup> Community Development Officer

<sup>3</sup> Director of Finance

<sup>4</sup> Annapolis District Planning Commission

7. International Food Fair (Business Arising)

**APPROVAL OF AGENDA**

It was moved by Councillor Hudson, seconded by Councillor Mueller-Sparenberg that the agenda for March 21, 2011 be approved with additions. Motion carried.

**PRESENTATIONS**

9:00 am André Bouchard: Annapolis County Active Living Strategy Report: Appendix A.

9:10 am CDO Brown: Community Development Update: Appendix B.

**PUBLIC HEARING: 10:00 am**

Opportunity to be heard: 833 St George Street - R. Andrew Fry and Monik Gisele Richard (Tab 1): Keith Saunders stated that he had been in contact with homeowner, Monik Richards and she had no objections to their property being registered as a heritage property.

Opportunity to be heard: 50 Drury Lane- Sally O'Grady and Adrian Nette (Tab 2): Homeowner, Adrian Nette, stated that he had one correction regarding the history of his property, it was originally built in 1875, not in 1895 as previously stated. He added that the O'Dell museum was a valuable resource in researching his property.

Mayor Roberts asked Keith Saunders for an update on the Melanson's property. Keith Saunders replied that it was in progress and would be addressed in April or May.

**BUSINESS ARISING FROM MINUTES**

| Item   | Decision / Action   | Responsibility | Target Date |
|--|---|----------------|-------------|
| 1. Budget Process: Version 5A                              | Council discussed the Budget: Version 5A.   | DOF Robinson   |             |
| 2. Public Works request for a new sidewalk machine (Tab 3) | Council was presented with the option to lease, the option to contract sidewalk snow removal out and the option to purchase a new machine. After discussing the pros and cons of each option, it was decided that it would be best to purchase a new machine. DOF Robinson suggested pre-approval of the expenditure in the capital budget to start the process. Councillor Mueller-Sparenberg requested two to three quotes prior to a final | Monica Mills   |             |

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|   | <p>decision.</p> <p><b>Motion 1:</b></p> <p><b>It was moved by Deputy Mayor Shaffner, seconded by Councillor Fearon that the purchase of a new sidewalk machine be pre-approved as part of the capital budget. Motion carried.</b></p>   |  |  |
| 3. Update on lighting for the Police station/ Lion's Club canteen bus | <p>A new light for the parking lot will be ordered to be placed on the pole in the parking lot. CAO Boyer reported that Superintendent of Public Works, Kevin McLean, stated that there was an issue placing the Lion's Club canteen bus in the lower parking lot as it would impact the Police Department. CAO Boyer stated that the other option is to place the bus in the parking lot in front of Petite Park. In this case, Kevin McLean would consult the business owners who may be impacted.</p>   |  |  |
| 4. Review of Policy on Committee of the Whole. (Tab 4)                | <p>Mayor Roberts stated that he wanted Council to review this policy as it appeared to conflict with the policy on meetings and procedures.</p> <p><b>Motion 2:</b></p> <p><b>It was moved by Councillor Fearon, seconded by Councillor Hudson that the policy on Committee of the Whole should be repealed. Motion carried.</b></p>   |  |  |
| 5. Community Development Officer and Business Liaison Committee       | <p>Councillor Mueller-Sparenberg stated that since CDO Brown had stated that the Marketing Review Team could function on its own that now would be an opportune time to revive the Business Liaison Committee to assist in the marketing of the Town. Councillor Fearon asked what would happen if no one (in the business community) attended because that is the main reason it stopped. Councillor Mueller-Sparenberg replied that the committee would be an opportunity for the business community to voice their opinions. Mayor Roberts asked Council how they felt on extending the CDO's contract. Councillor Power stated that she commended CDO Brown for her work, adding that she felt it was time to let the Marketing Review Team or ADBOT<sup>5</sup> take the lead. Councillor Mueller-Sparenberg agreed adding that ADBOT and the Business Liaison Committee could assist the Marketing Review Team. Deputy Mayor Shaffner stated that he had received many</p> |  |  |

<sup>5</sup> Annapolis District Board of Trade

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|   | <p>phone calls and emails regarding the CDO position; he felt that another agency should be involved in marketing. Councillor Hudson stated that he had also received a lot of emails and phone calls from tax payers regarding the CDO position, and since the councillors work for the tax-payers, he felt they should be listened to. Councillor Fearon stated that yes there were some negative emails being sent to councillors, adding that if one were to contact people and organizations that the CDO had been working with one would gather many emails in support of the position. She asked who would take the lead in marketing. Mayor Roberts suggested that until the Business Liaison Committee is re-established, ADBOT could lead the marketing of the Town.</p> <p><b>Motion 3:</b><br/><b>It was moved by Councillor Mueller-Sparenberg, seconded by Councillor Power that the contract for the Community Development Office not be extended. Four votes in favour. One opposed vote by Councillor Fearon. Motion carried.</b></p> |  |  |
| 6. International Food Fair in Annapolis, Maryland | Councillor Power wanted an update on Annapolis Royal's involvement in the food fair. CAO Boyer stated that the Province would be sending information to the International Food Fair.   |  |  |

#### NEW BUSINESS

| Item   | Decision / Action  | Responsibility | Target Date |
|--|--|----------------|-------------|
| 1. New draft intermunicipal funding agreement for ADEDA <sup>6</sup> (Tab 5) and a draft letter to ADEDA citizen representative (Tab 6). | The CAO handed out a correction for the formula to replace item #22 on page 9. Council discussed the funding agreement. Councillor Power asked that if any member of Council had concerns or questions regarding the agreement that either CAO Boyer or Councillor Mueller-Sparenberg could take them to the next ADEDA meeting to be addressed. CAO Boyer stated that ADEDA was looking for approval of the document so that the process could begin. | CAO Boyer      |             |

<sup>6</sup> Annapolis Digby Economic Development Agency



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|  | <p><b>Motion 4:</b><br/><b>It was moved by Councillor Power, seconded by Councillor Fearon that the presented intermunicipal funding agreement for ADEDA be ratified. Motion carried.</b></p> <p>Deputy Mayor Shaffner stated that he would like to receive a list of the accomplishments of ADEDA because in the last few years he has seen an empty Britex manufacturing plant, the closing of Shaw and now the closing of Convergys. He added that he has seen some nice documentation from ADEDA but would prefer to see actual results. CAO Boyer stated that that was the issue that the County of Annapolis had. Councillor Mueller-Sparenberg stated that that was the reason that the Town of Annapolis Royal had given ADEDA a letter of notice of withdrawal. He added that with the new slimmed down structure more action would occur. He added that he agreed with Deputy Mayor Shaffner that there should be progress updates on results every three months and that he would address this at the next meeting.</p> <p>Mayor Roberts stated that both the Town and the County were still on a time-line and if things do not improve by April 2012 than they would withdraw their support.</p> <p>Council discussed the draft letter to the ADEDA citizen representative. Councillor Power felt that the letter was too ambiguous and should be clarified. Councillors were instructed to forward their comments to Town staff so that the letter could be amended as instructed.</p> |              |  |
| 2. Creation of a Junior Town Crier (Tab 7)                             | Council discussed the creation of a Junior Town Crier. They all felt that it was a good idea. Town Crier, Peter Davies would take care of organizing the competition.  |              |  |
| 3. Request for a business occupancy tax write-off roll number 10034434 | <p>Tax amount \$1248.48, interest \$419.11 for a total write-off \$1667.59</p> <p><b>Motion 5:</b><br/><b>It was moved by Councillor Hudson, seconded by Deputy Mayor Shaffner that the business occupancy tax for roll number 10034434 for \$1248.48 and the interest amount of \$419.11 be written off. Motion carried.</b></p>  | DOF Robinson |  |

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| 4. Reading of the Planning and Heritage Committee By-law | <b>Motion 6:</b><br><b>It was moved by Councillor Fearon, seconded by Councillor Hudson that the Planning and Heritage Committee By-law be approved for second reading. Motion carried.</b>   |  |  |
| 5. Farmers' Market                                       | Mayor Roberts explained that the Environment Committee suggested using the two parking spaces in front of the old Post Office for vendors at the Farmers' Market. It was agreed by Council that this would be a good idea.  |  |  |
| 6. Cenotaph Concept                                      | Council discussed the proposed plan for the cenotaph. CAO Boyer stated that the only cost to the Town would be the removal of the elm tree stump. Mayor Roberts asked if the elimination of the U-shaped driveway was a good idea. Councillor Power voiced concern over the moving of the handicapped parking. CAO Boyer stated that she would take Council's suggestions and concerns to the Legion. |  |  |

#### RECOMMENDATIONS FROM COMMITTEES, BOARDS AND COMMISSIONS

| Item   | Decision/Action   | Responsibility | Target Date |
|--|---|----------------|-------------|
| 1. Recommendations from Committee of the Whole | <b>Motion 7:</b><br><b>It was moved by Councillor Mueller-Sparenberg, seconded by Councillor Hudson that the Weapons By-Law be approved for first reading. Motion carried.</b>    |                |             |
|  | <b>Motion 8:</b><br><b>It was moved by Councillor Power, seconded by Councillor Fearon that the Policy on Meetings, Procedures and Presentations be approved. Motion carried.</b> |                |             |

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|  | <p><b>Motion 9:</b><br/>It was moved by Councillor Hudson, seconded by Councillor Fearon that non-members of ADBOT outside of town be charged \$50.00 fee for listings on the Town website. All changes to any listing will be charged at the rate of \$10.00 per change. Motion carried.</p> |  |  |
|  | <p><b>Motion 10:</b><br/>It was moved by Councillor Hudson, seconded by Councillor Fearon that the inclusion of the Kerr property in the Historic Gardens application for tax reduction be approved. Motion carried.</p>  |  |  |
|  | <p><b>Motion 11:</b><br/>It was moved by Councillor Fearon, seconded by Deputy Mayor Shaffner that a one-time donation of \$500.00 to TCTS<sup>7</sup> in the 2011-2012 budget be approved. Motion carried.</p>   |  |  |
|  | <p><b>Motion 12:</b><br/>It was moved by Deputy Mayor Shaffner, seconded by Councillor Power that a letter of support be sent to the Wharf Association for the Waterfront Development Project. Motion carried.</p>  |  |  |
|  | <p><b>Motion 13:</b><br/>It was moved by Councillor Power, seconded by Councillor Mueller-Sporenberg that the Invasive Alien Species Policy be approved. Motion carried.</p>  |  |  |

<sup>7</sup> Trans County Transportation Society

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|   | <p><b>Motion 14:</b><br/>It was moved by Councillor Mueller-Sparenberg, seconded by Councillor Fearon that a letter of support protecting the emergency public radio frequency be sent. Motion carried.</p>  |  |  |
|   | <p>In discussing the COW recommendation on collective agreements, CAO Boyer declared a conflict of interest and left the discussion. DOF Robinson stated that the CAO position is never included in these motions as it depends on the completion of the CAO's performance appraisal. Councillor Power stated that she thought that the unionized public works employees and the Town employees were to be aligned. DOF Robinson stated that the unionized employees had signed their contracts prior to the recommendation to align the two. She added that they would be aligned when the next contract came up.</p> <p><b>Motion 15:</b><br/>It was moved by Councillor Hudson, seconded by Councillor Fearon that employees covered under the collective agreement will receive the national CPI of 1.8% effective April 1, 2011 and other employees (excluding the CAO) who have been with the Town for one year or longer, will receive the provincial CPI of 2.2%, effective April 1, 2011 be approved. Motion carried.</p> |  |  |
| 2. Recommendations from PHAC <sup>8</sup> (Tab 8) | <p>Councillor Fearon stated that the definition of a heritage building in the guidelines should be amended to read, "A building which was constructed prior to 1940, or a building with architectural significance to the Town."</p> <p><b>Motion 16:</b><br/>It was moved by Councillor Fearon, seconded by Deputy Mayor Shaffner that the Building and Alteration Guidelines be approved. Motion carried.</p>  |  |  |

<sup>8</sup> Planning & Heritage Advisory Committee

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|  | <p><b>Motion 17:</b><br/>It was moved by Deputy Mayor Shaffner, seconded by Councillor Power that Council forward the Notice of Registration to the Land Registry Office for the inclusion of 833 St. George Street as Municipal Heritage Property. Motion carried.</p> |  |  |
|  | <p><b>Motion 18:</b><br/>It was moved by Councillor Power, seconded by Councillor Mueller-Sparenberg that Council forward the Notice of Registration to the Land Registry Office for the inclusion of 50 Drury Lane as Municipal Heritage Property. Motion carried.</p> |  |  |
| 3. Board of Police Commissioners (Tab 9) | See Motion 7.   |  |  |
| 4. Environment Committee                 | <p><b>Motion 19:</b><br/>It was moved by Councillor Mueller-Sparenberg, seconded by Councillor Hudson that starting this year May 29th be designated as the Day of the Honeybee. Motion carried.</p>  |  |  |

#### REPORTS FROM COMMITTEES, BOARDS AND COMMISSIONS

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| (a) Board of Police Commissioners | <p>Councillor Power reported that they had discussed the revised Weapons By-law. She added that the basement is complete. Councillor Power stated that the speed limits in Town would be changed in the upcoming year. Councillor Mueller-Sparenberg stated that he, Brian Keevill and Peter Wyman met with Chief McNeil to discuss the Police Department's priorities, objectives and goals. Councillor Power stated that Jackie Longmire was back at the Police Station on a term basis until Chief McNeil was able to take the CPIC course. Mayor Roberts reported that had been some applications for the corporal position. Councillor Power asked if CAO Boyer would help with the hiring process. CAO Boyer recommended the use of ability testing, adding that she would provide appropriate tests to assist the hiring committee.</p> | Councillor Power & Councillor Mueller-Sparenberg |  |
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| (b) Mayor's Report     | <p>Mayor Roberts reported that he attended the following events in the month of February:</p> <ul style="list-style-type: none"> <li>-Meeting with Paul and Val Stackhouse and Councillor Power</li> <li>-February 24, 2011 Meeting with Keith Crysler and Trish Fry to discuss the Historic Garden properties.</li> <li>-February 25, 2011 a meeting at the Health Centre with Karen Smith</li> <li>-March 11, 2011 a meeting with the Health Minister at the Health Centre</li> <li>- Meeting with Anne Crossman regarding the Annapolis Learning Institute that would be located at the Legion.</li> </ul> | Mayor Roberts                 |  |
| (c) ADEDA <sup>9</sup> | <p>Councillor Mueller-Sparenberg commented that Item 1, under New Business on the Agenda covered much of the information he had to report. He stated that there would be a regular meeting on March 24, 2011 and there would also be a meeting with the new board on April 7, 2011. Councillor Mueller-Sparenberg noted that ADBOT<sup>10</sup>'s AGM<sup>11</sup> was also scheduled for March 24, 2011. Councillor Power stated that she would attend the ADBOT AGM.</p>  | Councillor Mueller-Sparenberg |  |
| (d) ADPC <sup>12</sup> | <p>Council reviewed the following reports:</p> <ol style="list-style-type: none"> <li>1. Fire-inspection Report ( Tab 10 )</li> <li>2. Development / Building Report ( Tab 11 )</li> </ol>  |                               |  |

<sup>9</sup> Annapolis Digby Economic Development Agency

<sup>10</sup> Annapolis District Board of Trade

<sup>11</sup> Annual General Meeting

<sup>12</sup> Annapolis District Planning Commission

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| (d) King's Theatre        | Councillor Fearon stated that several members including the president and vice president would be leaving. She added that the AGM would be next week. Councillor Fearon reported that the movies were doing well. She added that the Theatre is currently recruiting both teen and adult volunteers.  | Councillor Kathie Fearon                    |  |
| (e) REMO <sup>13</sup>    | Councillor Hudson stated that he had nothing to report. He added that there would be a course about waste management at Acadia University on April 14, 2011.  | Councillor Sherman Hudson and Mayor Roberts |  |
| (f) Historic Gardens      | Councillor Power stated that she and Mayor Roberts had met with the manager of the Historic Gardens to discuss the taxation of the properties. She stated that there was a meeting on March 8, 2011 to discuss redesigning the Gardens. Councillor Power reported that the Historic Gardens AGM would be on March 29, 2011 at St.Luke's Church and there would be discussions on a new pricing structure for admission to the Gardens. She added that Trish Fry, general manager of the Gardens, had been in Toronto attending conferences. | Councillor Pat Power                        |  |
| (h) Twinning Committee    | Mayor Roberts stated that he had nothing to report at this time.  | Mayor Phil Roberts                          |  |
| {i} Hanse Society         | Deputy Mayor Shaffner stated that the monthly meeting had been rescheduled, and will be held on March 25, 2011.   | Deputy Mayor Doug Shaffner                  |  |
| {j} Environment Committee | Mayor Roberts reported that there was no additional news. He added that Monik Richards, the new director of CARP <sup>14</sup> , will be attending a future meeting.  | Mayor Phil Roberts                          |  |

<sup>13</sup> Regional Emergency Measures Organization

<sup>14</sup> Clean Annapolis River Project

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| {k} Planning and Heritage Advisory Committee | Councillor Fearon reported that there were two meetings in March, a special meeting on March 2, 2011 and a regular meeting on March 14, 2011. The Town's signage policy was discussed. The committee also discussed the legality of using the Clare Shopper for public notices. CAO Boyer stated that after discussions with the Town's legal advisor, it came to light that public notices must be advertised in newspapers and the Clare Shopper did not classify as a newspaper. Councillor Fearon added that there was a heritage conference in Truro and that either she or Councillor Hudson would attend. | Councillors<br>Kathie Fearon<br>and Sherman<br>Hudson |  |
| {l} CAO's Report<br>(Tab 12)                 | Council discussed the CAO's report.  | CAO Boyer   |  |

## **CORRESPONDENCE**

Council discussed the following correspondence:

1. Letter from Bright Beginnings: Early Intervention Program (Tab 13)
2. Letter from CAPS<sup>15</sup> (Tab 14)
3. Letter from Stephen Feist regarding changes to summary offence ticket procedures. (Tab 15)
4. Letter from Dr. Marilyn Cameron, Nova Scotia Environmental Network (Tab 16)
5. Invitation from ADPC
6. Two letters from Paul Stackhouse regarding the Board of Trade

## **OTHER BUSINESS**

Calendar: Committee of the Whole: April 6, 2011 at 9:00 am  
 Environment Committee: April 7, 2011 at 9:00 am  
 - PHAC: April 11, 2011 at 9:30 am  
 Board of Police Commissioners: April 13, 2011 at 9:00 am  
 Council Meeting: April 18, 2011 at 9:00 am

## **IN CAMERA**

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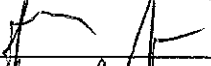

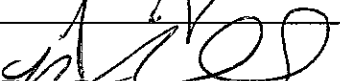
<sup>15</sup> Companion Animal Protection Society



**NEXT MEETING**                      **Monday, April 18, 2011 at 9:00 am**

**ADJOURNMENT:**

It was moved by Councillor Mueller-Sparenberg , seconded by Councillor Hudson that the meeting be adjourned at 12:03 pm.

| <i>Action:</i>              | <i>Date</i>      | <i>Signature</i>  |
|-----------------------------|------------------|---|
| Reviewed by Mayor Roberts   | 2011. 03. 29     |   |
| Changes made by CAO         | Mon 30 2011      |  |
| Approved for website by CAO | Mon 30, 2011     |  |
| Sent to webmaster           | March . 31, 2011 |   |

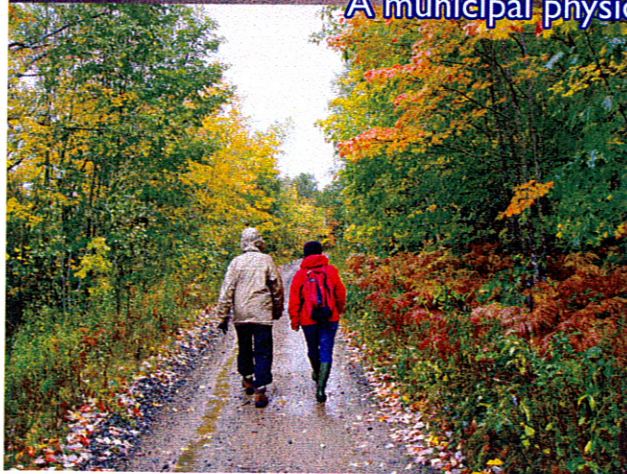
# Annapolis County

## *Active Living Strategy*

Collaborative  
Initiatives  
2005-2010



A municipal physical activity strategy





Since 2005, the Annapolis County Active Living Strategy has resulted in many collaborative initiatives to address the Physical Inactivity Crisis. Several are outlined in this report. Where applicable, action items from the Strategy that have had a change in status since the second edition (2008) are highlighted.

### **After School Physical Activity Program**

Task Leads: Brian Orde, Jen Coolen, Steve Raftery, Grant Potter

Funding Coordinator: André Bouchard

A three-way cost-sharing partnership between the Annapolis County Active Living Strategy, NS Health and Wellness (formerly Health Promotion and Protection), and the Annapolis Valley Health Promoting Schools Program (AVRSB), ensures that participating schools have \$1500 to run physically active programming in the after-school time period. These programs are free to students and generally take place at the school.

The following schools participated in the After School Physical Activity Program in 2008-09 and 2009-10:

- Champlain Elementary
- Clark Rutherford Memorial
- Bridgetown Regional Elementary
- Middleton Regional High

The following schools have been added to the program for 2010-11:

- Annapolis East Elementary
- Annapolis West Education Centre

### **WinterACTIVE Team**

Task Lead: André Bouchard



Since 2008, the Club 400 WinterACTIVE Team has been helping Annapolis County residents “Take the Roof off Winter.” For about six weeks in January and February, two skilled leaders travel all over Annapolis County in a vehicle provided by Bruce GM filled with equipment and excitement to get people moving in the outdoors. Over 1000 people participate each year in the Club 400 WinterACTIVE program.

This past season was our biggest ever with community events in Bear River, Annapolis Royal, Maitland Bridge, Nictaux, Springfield, West Dalhousie, Paradise, Lawrencetown, Bridgetown, Moschelle and Granville Ferry. The team also led backcountry snowshoe treks at Kejimikujik National Park, Mickey Hill Provincial Park and Valleyview Provincial Park. School visits included Clark Rutherford Memorial, Champlain Elementary, Annapolis Royal Regional Academy, Bridgetown Regional Elementary, Lawrencetown Consolidated and Lawrencetown Education Centre.

This year, people were contacting us to make bookings earlier than in previous years. Filling the team’s schedule required less promotion than the last few years as people come to know and expect the program from year to year.

## Club 400 Rewards & Website Re-design

Task Lead: André Bouchard



*Club 400—The Order of Active Living* is an incentive program intended to help people develop the physical activity habit by tracking their time spent walking, gardening, cycling, etc., and offering them rewards for achieving certain milestones. A log book was developed as the primary tracking tool

A simple, static HTML website was published in 2006, when *Club 400—The Order of Active Living* was first launched. Technical limitations and time constraints made it difficult to maintain up-to-date information for residents about physical activity opportunities in Annapolis County, Annapolis Royal, Bridgetown and Middleton.

From January to March 2010, students of Information Technology & Web Development in the School of Applied Arts & New Media, NSCC Burrridge Campus, Yarmouth, took on the re-design of the Club 400 website as their Capstone Project. Working under the name MindSeed Design ([www.mindseed.ca](http://www.mindseed.ca)), the students worked with André to identify the site's primary target audience, hone the messaging and identify relevant content. The site was transferred to its own domain ([www.club400.ca](http://www.club400.ca)) and rebuilt as a Content Management System. All ACALS partners now have the ability to post content without requiring programming knowledge in HTML.



In addition to a robust events calendar, residents can register online to join *Club 400—The Order of Active Living*, create a profile, and track their own physical activity levels. Social media features allow people to compare their progress with their friends.

The new site was launched on March 11, at the NSCC Middleton campus.

Since this service was provided by NSCC free of charge, we saved the cost of paying a web developer around \$10,000.

As of December 2010, there were about three dozen registered users earning virtual trophies by logging their daily physical activity. Club400.ca has a lot of untapped potential to encourage participation through a more tangible rewards program. A plan needs to be formulated to identify what the rewards will be and how often they will be awarded.



## Community Winter Activity Challenge

Task Lead: Brian Orde, Annapolis County Recreation Services

Developed and coordinated by Brian Orde, Recreation Project Programs Assistant for Annapolis County, the Community Winter Activity Challenge builds on the Club 400 Rewards program by allowing groups of people to accumulate a collective physical activity score from January 1 to March 31, and compete with other communities for the title of "Most Active." The program has grown in popularity over the last three years with 553 people participating from 13 communities this past winter.

Individuals use the Club 400 Physical Activity Logbook to record their own time spent performing physical activity. Their hourly totals are reported weekly to a Community Contact who reports the community's score back to Brian. A potluck celebration is held in April at which time prizes are awarded.

## Adventure Quest

Task Lead: Brian Orde, Annapolis County Recreation Services

The *Adventure Quest* program, also developed by Brian, challenges residents to become more active in the outdoors. Using the Annapolis County Outdoor Recreation Map and other Annapolis County Recreation publications, *Adventure Quest* challenges participants to complete six treks within a prescribed time period. Folks can walk, hike, jog, run, bicycle, canoe, kayak, snowshoe, cross-country ski and horseback ride. Five of the six treks should be chosen from the following Annapolis County Recreation Services publications:

- Annapolis County Outdoor Recreation Map
- Annapolis County Active Living Guide
- Bicycle Annapolis County
- Canoe Annapolis County
- Parks, Trails & Open Spaces brochure

Participants are encouraged to find a sixth trek that is not highlighted in the above publications. Once the six treks have been completed, participants report back to Annapolis County Recreation Services for a chance to win prizes.

The Adventure Quest kickoff event attracted over 50 people for a hike at the Belleisle Marsh.

Brian is developing *Adventure Quest Kids* for spring 2011.

| Strategy Actions re: <i>Adventure Quest</i> |   | Status  |
|---|---|---------|
| 4.6   | Distribute and promote the <i>Annapolis County Outdoor Recreation Map</i> to encourage residents to plan their own active adventures. | ongoing |

## BaM!

Task Lead: André Bouchard

Along with its many partners, Annapolis County Recreation Services initiated a youth engagement process by coordinating a physical activity conference for teens in March 2009. Youth learned leadership skills and developed action plans for their schools and communities during this weekend-long workshop for 23 youth age 13 to 17, from Annapolis County. The focus was on how they can get other youth more physically active to improve the health of our communities.

### Goals:

- to engage youth in the process of developing healthier communities
- to support youth in providing physical activity opportunities for other youth
- to increase adult capacity to support youth leadership in physical activity
- to provide youth with a fun, engaging, inspiring, empowering “springboard” experience
- to effect positive individual change and develop youth leaders
- to provide rural youth with resources, tools, opportunities to be active
- to expose youth to new physical activities



Students participated in workshops on making effective presentations, leadership, planning and promoting events and programs, using new media, and how to complete funding applications. Students also participated in activity sessions such as skipping, Kin-Ball, dodge ball, ultimate, circus arts, and noodle hockey. Now each high school has a BaM! Team with plans to get other teens moving. Subsequent reunion events have helped the BaM! Teams sustain their energy and grow their memberships. BaM! Teams are open to all youth in Annapolis County and accept new members all the time. Students can connect with the BaM! Team at their school.

### Schools:

- Annapolis West Education Centre
- Bridgetown Regional High School
- Lawrencetown Education Centre
- Middleton Regional High School

Following the initial conference, teens led school intramurals, circus arts clubs, teen activities in public parks and more. A reunion was held at Lawrencetown Education Centre on May 26, 2009, to give the youth the opportunity to share updates of their progress with each other and plan their next steps. The youth also gave input for the Annapolis County *Integrated Community Sustainability Plan* which was being developed with public consultation.



Follow-through continued with an event at the LifePlex Wellness Centre on September 27, 2009. There were a lot of new faces demonstrating the excitement for BaM! catching on in the schools. Much of the day was spent regrouping and planning for action for the new school year.

One of the youth got the opportunity to attend a weekend-long training on Youth Facilitation Skills at the Tatamagouche Centre in November 2009.



The Clare/Argyle region adopted the BaM! model and held their own conference at the same time as we held our Annapolis Valley-wide BaM! Conference in October 2010. Our BaM! now also includes schools in Kings County. We are in supportive relationships with the BaM! Teams in our schools as they move forward with their action plans.

### **Action Plans from Annapolis County BaM! Teams from the 2010 Conference**

#### **Annapolis West Education Centre**

- increase school spirit
- hold pep rallies three times per year; get Concrete Roots to come to a rally
- create related sport participation opportunities for people who aren't on teams

#### **Bridgetown Regional High School**

- start a new ultimate frisbee team at the school
- establish an inter-school Ultimate Frisbee League for grades 9 to 12; co-ed, student-run, youth-coached

#### **Middleton Regional High School**

- bring Concrete Roots & Zumba to the school: expose everyone to these activities, continue with those who are interested Zumba
- Ultimate frisbee
- Lunchtime Intramurals
- KinBall
- Circus Arts workshop
- After-school healthy living classes

The next conference is a day-long event set for Sunday, April 17, at Lawrencetown Education Centre, called BaM! Ultimate.

| <b>Strategy Actions re: BaM!</b> |  | <b>Status</b> |
|----------------------------------|--|---------------|
| 1.8                              | Network with stakeholders with parallel strategies where there is common purpose related to physical activity i.e. Annapolis County RCMP Community Program Officer, Time to Fight Crime Together (DOJ's youth strategy), Our Kids are Worth It (DCS youth strategy). | ongoing       |
| 2.16                             | Provide support for youth leadership i.e. Youth Action Teams.  | ongoing       |
| 2.20                             | Host a Youth Forum to determine specific strategies to increase physical activity levels in children and youth.  | ongoing       |

## Grade 5 Physical Activity Pass

Task Lead: André Bouchard

In early November 2009, a total of 199 students in Annapolis County received a free Grade 5 Physical Activity Pass granting them free access to six recreation facilities which included 2 indoor pools, 3 ice arenas, a bouldering wall, and a gymnasium. The Annapolis Valley Health Promoting Schools program was used as the avenue to connect and work with the schools to distribute and promote the passes.

The main objective of this initiative was to increase physical activity levels among grade 5 students by increasing access to local recreation facilities.

Over 75% of the children used their pass at least once to go swimming, skating, rock-climbing, or play in the gymnasium.

We partnered Kings Transit to allow all grade 5 students and a chaperone to ride the bus for FREE. Unfortunately, the students used the bus less than a dozen times and lack of transportation persisted as a barrier.

The pilot project was extended until August 31<sup>st</sup>, 2010, so that students could use the outdoor pools in the summer.

Target participation rates were set based on the results of Kingston Gets Active. Our targets may have even been a little more ambitious. While we nearly met our goal of getting 80% of the Grade 5 students to use the pass at least once, our frequency outcomes fell much shorter.

| Facility                          | Number of visits |
|-----------------------------------|------------------|
| LifePlex Wellness Centre          | 213              |
| Greenwood Fitness & Sports Centre | 111              |
| Middleton Arena                   | 161              |
| Bridgetown Arena*                 | 160              |
| Lawrencetown Arena                | 52               |
| AWEC Bouldering Wall              | 2                |
| <b>Total</b>                      | <b>699</b>       |

\* Estimated; More BRES students may have used their passes at the Bridgetown Arena, but complete tracking at that facility was not possible.

Our facility partners were happy to continue their support of this program, so passes were distributed to this year's Grade 5 classes in Lawrencetown and Middleton just before the December holidays, so they could use them during the school break at the Middleton arena, Lawrencetown arena and the 14 Wing Fitness and Sports Centre in Greenwood.

Passes will be distributed to the remaining Grade 5 students in June, so they can use them at our outdoor pools in Annapolis Royal, Bridgetown, Lawrencetown and Middleton. The Fundy Y may present a new partnership opportunity in the future.



## Into the Outside

Task Lead: Jen Coolen, Town of Middleton

Into the Outside is a program of Middleton Recreation for teens aimed to provide outdoor recreation opportunities in a supportive peer environment. This season, outings are held every second Sunday afternoon. There are about 10 youth currently involved. Activities include hiking, snowshoeing, geocaching, winter camping, canoeing, mountain biking and more.



## Canoe Adventure for Teens

Task Lead: André Bouchard

The Tent Dwellers 100<sup>th</sup> anniversary in 2008 marked the first Canoe Adventure for Teens in Annapolis County. This 5-day wilderness camping experience for teens age 13 to 17, has run in July for the last three summers. The teens take turns sharing leadership, cooking meals, setting up camp and navigating the Milford Lakes. There will be two canoe trips this summer. One is a trip for Tent Dwellers alumni.



## Skateboarding Camps

Task Lead: André Bouchard

Annapolis County was the first region in Canada to bring skateboarding into the schools with the Skate Pass Curriculum. The program has been expanded province-wide by the Ecology Action Centre and their Making Tracks program. We continue to use the Skate Pass system in our summer skateboarding camps that run in Annapolis Royal, Bridgetown and Middleton every summer. We average 10 to 20 children age 9 to 14 per camp.



## Bicycle Annapolis County Week

Task Lead: Brian Orde, Annapolis County Recreation Services

Brian coordinates a week of cycling-related activities each June. Throughout the region, our municipal partners and community volunteers put on bike rodeos, group rides and more.





## Heart of the Valley Century Ride

Task Lead: Jen Coolen, Town of Middleton

The Heart of the Valley Century Ride allows participants of all levels to choose their desired travel distance and follow the pre-determined cycling routes from Rotary Park in Middleton through Bridgetown, Annapolis Royal and South Milford:

- ¼ Century – 25km
- ½ Century – 50km
- Metric Century – 100km
- Full Century – 160km

Rest stops are located in each of the towns and at Raven Haven Beachside Family Park.

The Annapolis County Active Living Strategy assisted the Town of Middleton in the purchase of bicycle helmets for children and youth.

Mark your calendar for Sunday, August 14, 2011, for the 3<sup>rd</sup> Annual Heart of the Valley Century Ride.

## Annapolis Royal Walking Festival

Task Lead: Grant Potter, Town of Annapolis Royal

Held on a weekend in June, the Annapolis Royal Walking Festival engaged the local business community in the promotion of various walking and hiking events in the region. Several 10k walks were scheduled and well attended. The Shore-to-Shore hike from Annapolis Royal, over the North Mountain to the Fundy Shore was very popular with over 20 people taking on the challenge.



Other events included Geocaching and Nordic Walking workshops, as well as historic walking tours in the town. The event brochure also highlighted non-walking related events at Kings Theatre and the Historic Gardens to which people could walk.



## Annapolis Valley Youth Fun Run

Task Lead: Brian Orde, Annapolis County  
Recreation Services

The Annapolis Valley Youth Fun Run takes place in May, and provides a culminating experience for our elementary school participants in the Doctors Nova Scotia Youth Running for Fun program.

## Active Community Environments

### Active Transportation

#### Share the Road

Share the Road signs have been posted all over Annapolis County. Several new bicycle racks are soon to be installed at key locations as well.



#### Green Mobility

Projects are underway in Annapolis Royal and Bridgetown to improve walking and cycling links.

#### Active and Safe Routes to School

André has been working with the School Advisory Committee at Champlain Elementary to explore ways to improve safety for students who may be able to walk and cycle to school more often.

| Strategy Actions re: AT |   | Status     |
|-------------------------|---|------------|
| 3.1                     | Work toward a more bicycle-friendly Annapolis County  |            |
|                         | 3.1.2 Develop relationships, leading to partnerships, with transportation planners to encourage development of safe regional cycling routes that will fit into a larger provincial network. | developing |
| 3.6                     | Work with partners to encourage development of active, safe routes to school & other places kids go.  | developing |



### **Green Gym in Annapolis Royal**

Task Lead: Grant Potter, Town of Annapolis Royal

The Annapolis County Active Living Strategy assisted the Town of Annapolis Royal in the purchase of outdoor exercise equipment for the Annapolis Royal Playground.



### **Jubilee Park Natural Playground**

Task Lead: Steve Raftery, Town of Bridgetown

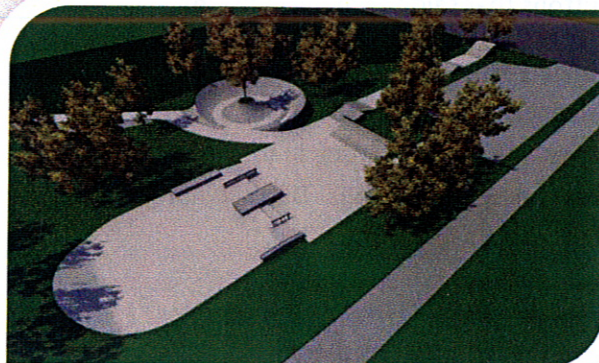
The Annapolis County Active Living Strategy assisted in the purchase of a hill slide for the Jubilee Park Natural Playground. This outdoor play space was created almost entirely through volunteers and donations of time and materials. The community has plans to further develop the surrounding park area.

### **Skatepark Development**

Task Lead: André Bouchard

André has been working with children, youth and their parents in the Annapolis Royal area since May 2006. Ground should finally be broken in early spring 2011, to begin construction of Phase I of a concrete skateboarding, BMX and in-line skating facility.

Residents of Cornwallis Park are now interested in building a small skatepark. André attended a community meeting to share the successes and challenges of the Annapolis Royal project. The community has formed a group to move their project forward.



## Take Me Outside Week

Task Lead: André Bouchard

Take Me Outside Week (late-September) supports families, groups and organizations in Nova Scotia in a growing “back to nature” movement, inviting more children and youth into the great outdoors.



The kick-off for Take Me Outside Week took place at the Grand Opening of the Jubilee Park Natural Playground in Bridgetown. All of the children present received t-shirts labelled “Take me Outside!” to serve as an imperative to the adults in their lives.

Club 400 prepared a gift of resources for each elementary school in Annapolis County. The set contained the PBS award-winning documentary *Where do the Children Play?* and copies of the *Sharing Nature with Children* activity books by Joseph Cornell.

André led several Earthwalks with elementary school classes. These hour-long sessions of nature awareness-building included activities from the *Sharing Nature with Children* books. Students received buttons that said “Take me Outside!”

Public Earthwalks were scheduled in Lawrencetown and at Delaps Cove Wilderness Trail, Valleyview Provincial Park and Old Mill Trail. For 9-90 year olds in any natural area, an EARTHWALK is a light, refreshing way of getting in touch with nature. The emphasis is upon reawakening individual senses and sharpening perceptions. Disappointingly, attendance was zero, except for the Delaps Cove Earthwalk that André’s family attended.

## Social Marketing

Task Lead: André Bouchard

André was invited by Nova Scotia Health and Wellness to be a part of the provincial social marketing task team to assist in the development of a social marketing plan to increase physical activity for a target audience. Through various meetings and planning sessions, the group identified girls age 10 to 14 years old as the most appropriate target audience at this time due to physical inactivity trends as well as their accessibility and persuade-ability. Our plan is to adapt this work to our local context as we develop our own Social Marketing and Social Media Marketing plans.

| Strategy Actions re: Social Marketing |   | Status     |
|---------------------------------------|---|------------|
| 4.1                                   | Conduct a social marketing campaign to educate, motivate and change people’s attitudes towards increasing their levels of physical activity.                        |            |
| 4.1.1                                 | Use the social marketing campaign to support activities that increase one’s physical activity i.e. walking, bicycling, running, fitness programs, ice skating, etc. | developing |

## **Presentation to Council**

### **March 21, 2011**

The Community Development Officer is responsible for the following:

1. review existing short and long term plans for the marketing of Annapolis Royal (complete)
2. to develop a structure to oversee a collective and sustainable marketing effort for the future (in progress)
3. leverage municipal seed money available for the 2010-2011 fiscal year (in progress)
4. enhance the relationships that have already been built with the many groups and organizations in and around the Town and neighbouring municipal units, building new relationships, and supporting an inclusive and collaborative approach to marketing (in progress)



**To date, the following individuals and groups have been contacted by our Community Development Officer:**

1. Annapolis District Board of Trade (which has approximately 80 members) – Linda attends all meetings. Regular attendees include Angela Amero, Holly Sanford, Caroline Bosley, Kevin Burnell, Craig Fancy and Beth Fairn.
2. Annapolis Royal Historical Association
3. Hanse Society (cross promotion)
4. Parks Canada
5. Firefighters (an application has been made to Heritage Canada for funding for their 200<sup>th</sup> anniversary)
6. ARCAC
7. Destination South West Nova Scotia (between Linda and I, we attend all Marketing Committee meetings as the only representatives for this area)
8. Magnolia Festival Committee
9. Province of Nova Scotia (Sadie Thomas-Fry and April Hanna, for funding applications due March 31, 2011)
10. Gathering of the Clans Organizing Committee (the opening is to be in Annapolis Royal this year)
11. Sister Fair (they had a one-day event here last year and are planning a three day event this year)
12. Transworld (The Explorer)
13. Brad Hall (Iron, Stone and Wood Conference in 2011)
14. Port Royal Legion, Branch 21
15. Randy Cottita
16. Spectator (\$4,500 in-kind for 2011-2012 – half page monthly articles)
17. Coastal Life
18. Ken Nye and Millie Hawes, costumes
19. Bill Monk, A Seafaring Maiden (the opening of the Apple Blossom Festival is to be in Annapolis Royal this year)
20. Cindy Wilson, Far Fetched
21. Bob Maher, Applied Geomatics Research Group (mobile applications for VIC, creative rural economy)
22. Grace Butland (marketing and editing)
23. Ed Wedler (TEDX communication tools)
24. Biosphere Reserve Association
25. Anita Price, Provincial Heritage
26. Yarmouth 250<sup>th</sup> Anniversary Committee (re firefighters' 200<sup>th</sup> anniversary and tie in with Firemen's Museum)
27. Urban Forestry Project (Angelika Waldow)
28. Jim Todd
29. Dieter's Graphics
30. Municipality of the County of Annapolis
31. Heritage Canada (firefighters' 200<sup>th</sup> anniversary)
32. Annapolis Royal Golf and Country Club
33. Bruce Gurnham
34. Annapolis Heritage Society    35. Historic Gardens

**The members of the marketing review team are:**

Bill Monk, A Seafaring Maiden and member of the B&B Association

Kevin Burnell, President of the Annapolis District Board of Trade

Shela Breau, resident and business owner

Grace Butland, property owner in Town, marketing and editorial advisor

Linda Brown

Cindy Wilson, resident and business owner

Lillian Stewart, Parks Canada and attractions



**Primary Focus:**

Experiences – events

Meeting with all those who provide experiences

What you can experience each season in and around Annapolis Royal

**Secondary Focus:**

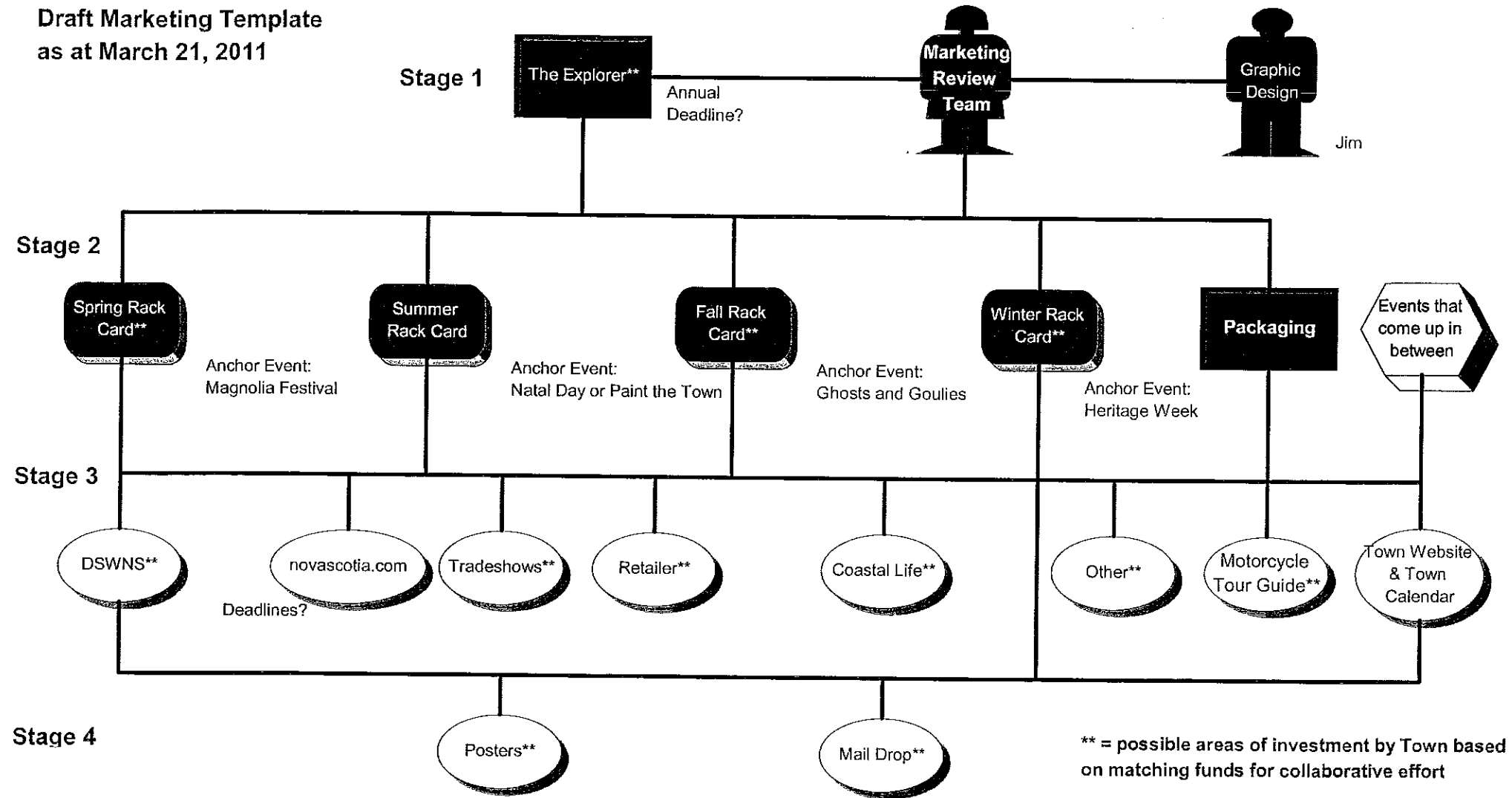
Service sector

It can: a) also provide events

b) advertise events

c) package around events (package & hours of operation)

Draft Marketing Template  
as at March 21, 2011



### Marketing Expenditures 2011-2012

[illegible]



Amery Boyer <cao@annapolisroyal.com>

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## The Explorer

1 message

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Explorer <explorer@ns.sympatico.ca>  
To: cao@annapolisroyal.com

Fri, Mar 18, 2011 at 3:25 PM

Hi Amery and Linda,

Thank you so very much for including The Explorer in the budget you are proposing for the Town of Annapolis Royal. The Town's wonderful support through the years has enabled us to have the center section with the wonderful maps and photos plus the colour on pages 9-12. The Town of Annapolis Royal receives the Mayor's Welcome and photo on page 7, the Town's Welcome and photos on the bottom of page 9, and featured editorial space.

On behalf of all of our area merchants, residents and visitors who all benefit from the Explorer, thanks a million for your continued support!

Durline

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