

COMMITTEE OF THE WHOLE
MINUTES
November 3rd, 2010
9:00 am

CALL TO ORDER

Present: Mayor Phil Roberts, Deputy Mayor Doug Shaffner, Councillors Holger Mueller-Sparenberg, Pat Power, Kathie Fearon, and Sherman Hudson, CAO Amery Boyer, Director of Finance Melony Robinson, Charles Cranton as recording secretary, Chief Burt McNeil, and Lawrence Lake from Morse Brewster Lake Chartered Accountants.

APPROVAL OF COMMITTEE OF THE WHOLE MINUTES

Moved by Councillor Power, seconded by Councillor Fearon, that the minutes of October 6, 2010 be approved as amended. Motion carried.

APPROVAL OF AGENDA

Moved by Deputy Mayor Shaffner, seconded by Councillor Fearon, that the agenda for November 3, 2010 be approved with additions. Motion carried.

PRESENTATIONS

9:05 am: Presentation of the Audited 2009/10 Financial Statements – Lawrence Lake, Morse Brewster Lake

The Auditor, Lawrence Lake, from Morse Brewster Lake presented the Auditor's Report. The report noted that in the opinion of the auditors, the financial statements present fairly, in all material respects, the financial position of the Town of Annapolis Royal as at March 31st, 2010 and the results of its operations for the year ended, in accordance with generally accepted accounting principles. Lake gave a brief overview of changes to audit standards that will be in effect before next year's audit. These changes will require the auditor to make note in the auditor's report of the responsibility of the auditor and the responsibility of management while conducting the audit.

Lake gave an overview of the Audited 2009/10 financial statements. The biggest change to the statements is the inclusion of reporting requirements for Tangible Capital Assets (TCA). The process of amortization and amortization expense was reviewed. DOF¹ Robinson noted that although it is not mandatory, some municipal units have decided to fund the amortization expense. In the future, this practice may be a requirement. Items to note in the Capital Fund were the construction of new sidewalks and capital upgrades to the sewer treatment system.

Items to note in the General Operations Fund include revenues received for the Annapolis Waterfront Development project and the 300th Anniversary celebrations. The costs of the tax appeal, sewer lines & repairs (due to fewer breaks), and seniors' housing were all much less than anticipated. These savings combined with the additional revenue helped place the Town in a surplus position before amortization. The Annapolis Royal Water Utility had significant increases in revenues due to the increase in water rates. Lake noted that the water utility may move into a surplus position and recommended placing any surplus funds into a reserve for future capital expenditures.

Lake reviewed the Notes to the Financial Statements. New items included in the notes are related to the inclusion of TCA. Note 1B lists the different amortization methods and rates used. Note 4 shows the effect of amortization being added back to the effected funds. Note 10 is a breakdown of all tangible capital assets including the invested interest in the two school buildings. Councillor Fearon asked what percentage interest the town has in the schools. Lake answered 10 %.

Lake noted that thanks to capital funding received from the Canada NS infrastructure fund, the Town was able to complete a significant number of capital projects with very little of its own source funds. Lake feels that with the cash on hand, and low debt compared to most municipalities, the Town is in a good financial position.

Councillor Power asked the auditor his opinion of the accounting software used by the Town. Lake feels it can be challenging to work with at times, but the company does provide good service.

Lake gave an overview of the additional work he completed in order to accommodate the changes in reporting requirements as result of the inclusion of TCA. He should not have any of the additional work relating to these changes next year. It should be possible to complete the audit earlier in next year.

Motion 1:

It was moved by Councillor Fearon, seconded by Councillor Mueller-Sparenberg, that the Audited Financials Statements for the year ended March 31st, 2010 be approved. Motion carried. Motion to be ratified at regular Council meeting on November 15th, 2010.

Lawrence Lake left the meeting at 9:40 am.

¹ Director of Finance

MOTION OF RESCISSION Original motion made June 22, 2010, *"It was moved by Councillor Hudson, seconded by Councillor Fearon that the following properties designated as municipal heritage properties as per the write-ups provided by Ian Lawrence: 50 Drury Lane, 6 Grange Street, 44 Prince Albert Road, 833 St. George Street and 144 St. George Street. Motion Carried"* does not meet municipal heritage designation process requirements.

Motion 2:

It was moved by Councillor Fearon, seconded by Councillor Hudson, that the original motion made June 22, 2010 regarding the above-mentioned properties being designated as municipal heritage properties, be rescinded. Motion carried.

Councillor Hudson stated that the original motion was made based on the recommendation of the Town Planner.

BUSINESS ARISING - COW

Item	Decision /Action	Responsibility	Target date
1. Status Report: Public Works Bldg	Tender closed October 28 th . A recommendation from the engineer has been received and will need to be reviewed in camera.	CAO	
2. Annapolis Valley Housing Authority	The Town has sent a recommendation to appoint Councillor Power to the Board. Awaiting response.	CAO	
3. ADEDA ²	Recommendations from the working group include: <ul style="list-style-type: none"> - ADEDA should hire John Cameron to review the funding agreement. - A list be compiled consisting of the board members and the lengths of their terms. - A consultant should be hired to facilitate the review of governance issues. 	Council / CAO	

² Annapolis Digby Economic Development Agency

4. Parking-Infraction Tickets	<p>- Revised draft procedure for Filing a Parking-Infraction Ticket with the Court System was reviewed. Chief McNeil stated that this procedure has the support of the Board of Police Commissioners.</p> <p><u>Motion 3:</u></p> <p><i>It was moved by Councillor Mueller-Sparenberg, seconded by Councillor Hudson, that a recommendation be made to Council that the procedure for filing a parking-infraction ticket with the court system be approved. Motion carried.</i></p> <p>Chief McNeil left the meeting at 9:50 am</p>	C Cranton	
5. Update on ACT ³ Grant	CAO Boyer gave an overview of an upcoming meeting regarding the project that will be held on November 8 th .	CAO	
6. Draft PHAC ³ by-law	Awaiting responses from PHAC.	Council	

NEW BUSINESS – COW

Item	Decision / Action	Responsibility	Target Date
1. Water Tests	Water tests have been reviewed and found to be satisfactory.	CAO	
2. ADPC ⁵ Financial Statements	Financial Statements for the year ended March 31 st , 2010 have been submitted to for information purposes.		

³ Affordability & Choice Today (Housing)

³ Planning and Heritage Advisory Committee

⁵ Annapolis District Planning Commission

3. Review of Boards, Committees and Commissions	<p>Members of Council reviewed and updated a list of Standing Committee members along with Council appointments.</p> <p><u>Motion 4:</u> <i>Moved by Councillor Power, seconded Councillor Mueller-Sparenberg, that a recommendation be made to Council that the membership of the Town's standing committees and council appointments based on the updated list of November 4, 2010 be approved. Motion carried.</i></p>	Council	
4. CHB Wellness Initiative Fund	<p>CAO gave an overview of a grant application from Community Health Board Wellness Initiative Fund that has been recently submitted. Key items in the application include funding towards repairing shower facilities along with funding towards a year-round wellness initiatives.</p> <p>Councillor Power questioned the value of the amount listed as being contributed from the Town's operations. CAO Boyer explained this value is the dollar value for the year of the 15- min walking break if all employees participated every day.</p>	CAO Boyer / C Cranton	
5. Strategic Planning Open House	An Open House will be held at Town Hall on November 18 th from 4-6 pm. All department heads will be present. Door prizes will be given out.	Council / Staff	
6. Request for Write-off	<p><u>Motion 5:</u> <i>It was moved by Councillor Fearon, seconded by Deputy Mayor Shaffner, to recommend to Council that the tax bill for assessment number 00092398 in the amount of \$700.87 and the tax bill for assessment number 04997409 in the amount of \$3,461.25 be written off. Motion carried</i></p>	DOF Robinson	

7. NSPI ⁷ Small Business Lighting Solutions	The Town's energy savings lighting retrofit audit has been approved by NSPI. The estimated energy cost savings associated with the project was provided. This project makes sense from both an economically and environmental standpoint.	S Millet-Campbell	
8. New Collections Service	This new service is being offered by Service Nova Scotia and Municipal Relations. Staff is reviewing the document. CAO Boyer stated there are too many questions relating to the service, that a recommendation to accept the offer cannot be made. Mayor Roberts noted that the document is requesting those who wish to accept the offer to sign the document and return it by November 12. Councillor Power is not in favour of signing the document. The remaining committee members agreed it was best not to sign the document until clearer information was received even if it means missing a deadline.		
9. ADPC - MPS ⁸ Amendment Policy	<p>A draft MPS Amendment policy prepared by ADPC was reviewed. Mayor Roberts questioned what the current policy was. CAO Boyer stated that there is no current policy. Mayor Roberts questioned the purpose of the policy. CAO Boyer stated it is to set out a procedure to follow for individuals or groups who wish to see changes to the MPS.</p> <p>Councillor Fearon questioned the inclusion of a fee structure for applicants. It may be perceived as having to pay just make a suggestion. Suggestions should be welcome without fees. Mayor Roberts suggested Council recommend ADPC develop the procedure without charging a fee to the individuals.</p> <p>There has been no indication from the Town of Bridgetown or the Town of Middleton regarding their position on the draft policy.</p>		
10. Development / Building Permit process	A draft flow chart that outlines the development / building permit process has been created. This tool can be used to make the process more transparent. In the past, the process was outlined in a brochure. It is		

⁷ Nova Scotia Power Incorporated

⁸ Municipal Planning Strategy

	important to note that there has been no change in the process, just the presentation. The Committee felt the abbreviations DO & BI should be given in full as Development Officer and Building Inspector. There was still some concern as to whether an individual unfamiliar with the process would be able to understand the chart.		
11. Water Utility Budget	<p>Director of Finance Melony Robinson presented the draft 2010/11 Water Utility Budget. DOF Robinson stated the previous year's actual figures resulted in a surplus. The higher revenues resulting from the increased water rates will result in a surplus that can be transferred into the Water Capital Reserve. Councillor Fearon questioned the increased budgeted amount for hydrant maintenance. Public Works plans to bring the hydrants up to standard by painting and numbering them. A number of maintenance issues were also deferred until this year.</p> <p><u>Motion 6</u></p> <p><i>Moved by Councillor Hudson, seconded by Councillor Mueller-Sparenberg, that a recommendation be made to Council that the 2010/11 Water Utility Budget be approved as presented. Motion carried.</i></p>	DOF Robinson	
Water / Wastewater Discussion	<p>Councillor Mueller-Sparenberg questioned whether the Town is anticipating increased costs relating to new wastewater regulations. CAO Boyer stated most of the infrastructure has been upgraded in recent years and would meet the new regulations. Some lift-stations would need to be upgraded, but the costs of meeting new regulations will be minimal compared to what they would be if the upgrades in recent years hadn't been completed.</p> <p>A discussion was held on the effect of water conservation on wastewater facilities. Councillor Mueller-Sparenberg suggested giving incentives to promote water conservation. DOF Robinson stated as per the Utility Review Board you are not permitted to give incentives to the water customers. CAO Boyer said you may be able to through the General Operations fund which is justified because that fund covers the costs of</p>		

	<p>wastewater services. Referred to budget.</p> <p>Councillor Fearon suggested developing written material promoting water conservation and wastewater disposal that can be included in the newsletter and other forms of communication.</p>		
12. Marketing Strategy	<p>CAO Boyer reviewed a handout that has been developed by Community Development Officer Linda Brown. The main concept is to create a group marketing strategy that includes a package, from those who wish to participate, of all services offered in town. It will be a seasonal approach which is consistent with national, provincial and regional approaches.</p> <p>Deputy Mayor Shaffner stated the tag line "little town that could" has been taken. Councillor Fearon stated it is good to see the number of volunteers who are from out of town and still want to help the town. Councillor Power recommended adding the attractions group to the list of partners.</p> <p>CAO Boyer gave an overview of the learning institute concept that is being developed at the Legion.</p>		

GENERAL / CORRESPONDENCE (FOR INFORMATION ONLY)

It was reported in *The Annapolis County Spectator*, that A Seafaring Maiden Bed and Breakfast in Granville Ferry was selected best B&B in Canada.

The owner of the B&B, Bill Monk is bringing a B&B Conference to Annapolis Royal. There will be approximately 60 B& B owners in town for this conference.

A new variety store, Loose Ends Trading Co, will be opening soon in the old Home Hardware building. Far-Fetched Antiques & Art Gallery will be relocating to the Newman's location. CAO Boyer noted changes are being made to the Town's website and we will soon be blogging on business updates and other changes on the site.

GENERAL DISCUSSION

The Nova Scotia Municipal Finance Corporation is having free workshops on the municipal finance process. Any members of Council who wish to attend are encouraged to do so. Mayor Roberts and Councillor Hudson have attended the workshop in the past.

Recreation Nova Scotia will be paying tribute to Grant Potter at their conference on November 17. A presentation will be made to Gina Potter. A number of members of Council and staff plan on attending.

IN CAMERA

Moved by Councillor Hudson, seconded Councillor Fearon, to go in camera to discuss the following items at 11:00 am. Motion carried.

- | | |
|--|-------------------------------|
| - Proposed Changes to the Human Resources Policy | - ADEDA Funding Agreement |
| - Litigation | - Staff Negotiations |
| - Tender Negotiations | - Costs for Planning Services |

Moved by Councillor Hudson, seconded Councillor Fearon, to come out of camera at 12:15 pm. Motion carried.

Motion 7

Moved by Councillor Mueller-Sparenberg, seconded by Councillor Fearon, that a recommendation be made to Council that the HR policy be amended to include a new employee retirement allowance policy at age 65, an improved vacation schedule, and a paid time off for the graduation of an employee's children effective November 1, 2010, subject to signature of the new CUPE agreement. Motion carried.

Motion 8


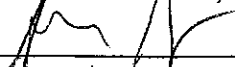
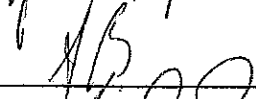
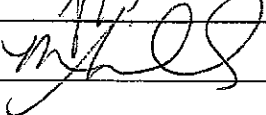
Moved by Councillor Mueller-Sparenberg, seconded by Deputy Mayor Shaffner that a recommendation be made to Council that the HR policy be amended to reflect provincial as opposed to national CPI for the purposes of salary increases effective April 1, 2011. Motion carried.

NEXT MEETING

December 8, 2010 at 9:00 am

ADJOURNMENT **Moved by Councillor Mueller-Sparenberg that the meeting be adjourned. Motion carried.**

Committee of the Whole Minutes
September 8, 2010

<i>Action:</i>	<i>Date</i>	<i>Signature</i>
Reviewed by Mayor Roberts	2010.12.10	
Changes made by CAO	Dec 10, 2010	
Approved for website by CAO	1.	
Sent to webmaster	Dec. 13, 2010	

MARKETING STRATEGY

Marketing the Town of Annapolis Royal

2010-2011 as at November 16, 2010

1. Concept:

Timeless Annapolis Royal is our brand.

We have tag lines we can use:

Land of heritage

Land of culture

Land of the arts

We have the following assets acquired through consistency:

<p style="text-align: center;">Spring</p> <p style="text-align: center;"><i>Spring Market</i> <i>Magnolia Festival</i> <i>Gardens Auction</i> <i>King's Theatre</i> <i>Retail</i> <i>Accommodations</i> <i>Cafés & Restaurants</i> <i>Playground</i> <i>Skatepark</i> <i>Spa</i> <i>Trails</i></p>	<p style="text-align: center;">Summer</p> <p style="text-align: center;"><i>Farmers' & Traders' Market</i> <i>Paint the Town</i> <i>King's Theatre</i> <i>Down Under Tours</i> <i>Graveyard Tours</i> <i>National Historic District Tours</i> <i>Karaoke</i> <i>Retail</i> <i>Accommodations</i> <i>Cafés & Restaurants</i> <i>Pool</i> <i>Playground</i> <i>Skatepark</i> <i>Spa</i> <i>Trails</i></p>
<p style="text-align: center;">Autumn</p> <p style="text-align: center;"><i>Fall Market</i> <i>Nova Scotia Day</i> <i>Beaujolais Nouveau</i> <i>King's Theatre</i> <i>Graveyard Tours</i> <i>National Historic District Tours</i> <i>Retail</i> <i>Accommodations</i> <i>Cafés & Restaurants</i> <i>Playground</i> <i>Skatepark</i></p>	<p style="text-align: center;">Winter</p> <p style="text-align: center;"><i>Winter Market</i> <i>Christmas Parade</i> <i>Victorian Christmas</i> <i>King's Theatre</i> <i>Retail</i> <i>Accommodations</i> <i>Cafés & Restaurants</i> <i>Spa</i> <i>Trails (snowshoeing)</i></p>

Spa Trails	
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Other lines we can use:

"Stroll through the centuries as you stroll through the seasons."

"The little town that could."

"We're so far behind, we're ahead."

"Find time in Annapolis Royal."

Opportunities:

- Products for each season
- Packages for each season.
- Rack cards for each season
- Annual theming based on our heritage

2. Needs:

Signage

Packaging

Promotion through partnerships and opportunities

Overall image

3. Literature Review

Previous and existing Town plans

Previous and existing plans of other organizations

4. Seamless Website Presence

Town of Annapolis Royal

County

Destination South West Nova Scotia

novascotia.com

5. Marketing Review Team

Bill Monk
Kevin Burnell
Shela Breau
Grace Butland
Linda Brown
Cindy Wilson

- Review of concept
- Marketing the Town (retail, attractions, historical, tourism)
- Entry points for signage
- Partnering with the County to leverage funding
- Imagery

6. Existing Partners:

Town
County
South West Biosphere Reserve Association
Destination South West Nova Scotia
Applied Geomatics Research Group
Annapolis District Board of Trade

As new partners are identified for specific projects, this list will be expanded.

7. Open House Show and Tell

King's Theatre
Annapolis Heritage Society
Annapolis Royal Historical Association
ARCAC

Attractions:

- Historic Gardens
- Parks Canada
- O'Dell House
- Sinclair Inn
- North Hills Museum
- Upper Clements Park

Annapolis and District Board of Trade (retail)
Learning Institute (future)
Celebrate Magnolias
Tree Annapolis Royal
Town Crier
B&B Association

- Booth of product
- 5 minutes to tell what they market

- Format to follow (what 3 things do we need to know)
- In any format they wish
- Audience considers how it can support or package with the product