



Board of Directors
Minutes of the Meeting –April 19, 2023, 6:00 p.m.
Via Zoom

In Attendance:

Chair, Tom Eagles, Mayor, District of Tobique Valley
Trina Jones, Mayor, Woodstock
Andrew Harvey, Mayor, District of Carleton North
Cindy McLaughlin, Mayor, Regional Community of Southern Victoria
Tracy DeMerchant, Mayor, Hartland
Tanya Cloutier, Mayor
Lynn Hambrook, Chair, Western Valley Rural District
Joe Gallant, ELG

Regrets:

Absent:

Staff In Attendance:

Katelyn McGrath, CEO
Andrea Callahan, Director of Operations

Others Present:

Sarah Corey-Hollohan, CEO Ignite

Call to Order:

Chair, Mayor Tom Eagles called the meeting to order at 6:02 p.m.

Adoption of Agenda:

23-0-15

Motion: Resolved, “that the April 19, 2023, agenda be approved as presented.”

Moved: Mayor, Tracey DeMerchant

Seconded: Mayor, Tanya Cloutier

Motion Carried

Declaration of Conflict of Interest:

None

Adoption of Minutes:



23-0-16

Motion: Resolved, “that the minutes of the March 15, 2023, meeting be accepted and approved as presented.

Moved: Mayor, Tanya Cloutier

Seconded: Mayor, Cindy McLaughlin

Motion Carried

Presentations:

Sarah Corey-Hollohan, CEO Ignite presented the economic development work plan that the Ignite team has created.

Sarah explained the work that has been done thus far to prepare and to get the mandate ready for launch in our region. She indicated what the measurables and KPIs will be and how these will transition over the next year. Sarah has been working closely with the Department of Post Secondary Education Training and Labour and the WVRSC to create a plan that will work well for all partners and stakeholders.

Presentation attached.

The Board thanked Sarah and expressed that they are excited to see this mandate begin in the Western Valley. Sarah left the meeting at 6:32p.m. and the regular Board meeting resumed.

Business Arising:

Katelyn offered some explanation regarding the funding from the Department of Health that the RSCs received last week.

What was originally thought to be a one-year funding initiative for attraction and retention of health care workers has evolved to be a five-year term of funding of \$100,000 in year one and \$50,000 per year to the end of the five-year term.

Katelyn noted that the RSCs had originally been advised that this was a one-year agreement and when it was presented by ELG at the end of March, it was presented as a five-year agreement. The CEOs expressed their concern that they had their Board’s approval to sign a one-year agreement, and since the agreements now indicated a five-year term, ELG put a termination clause in each agreement, so RSCs can opt out at any time if they so choose.

The end product for this funding will be useful for several different mandates to help “sell” the region with a multi-faceted document.

The committee will include inter-related people including tourism staff, economic development staff, health care professionals and some board members.

Mayor, Tracey DeMerchant expressed that she is interested in being on this committee and will ask her employers if one of them may be interested, as well.

New Business:

Katelyn presented the proposed composition of the Community Development Advisory Committee and explained the role of each as part of the mandate.

Katelyn asked for the Board’s input regarding two individuals that both work for Horizon Health as Community Developers, one being from the Hartland/Woodstock area and the other being



from the Tobique Valley area.

Mayor, Trina Jones indicated that the individual from the Hartland/Woodstock area is very dedicated but is also shouldering the Planet Youth Project which is, in itself, a huge commitment and undertaking. Mayor Jones suggested that the individual from Tobique Valley would also serve to create a better regional composition on this committee.

Katelyn asked the Board to consider an amendment to the Terms of Reference for this committee and add the Regional Resiliency Coordinator to the committee composition. This would help reduce duplication of services so that all committees are aware of what each is doing.

23-0-17

Motion: Resolved, “that, the Regional Resiliency Coordinator be added to the Terms of Reference as a member of the Community Development Advisory Committee.”

Moved: Mayor, Trina Jones

Seconded: Mayor, Cindy McLaughlin

Motion Carried.

23-0-18

Motion: Resolved, “that, the proposed members of the Community Development Advisory Committee be accepted as presented.”

Moved: Mayor, Tracey DeMerchant

Seconded: Mayor, Cindy McLaughlin

Motion Carried.

Andrea Callahan mentioned that the WVRSC was approached by a member of the local Rotary Club to purchase an advertisement in the 2023 edition of their booklet, “Faces of Business.” Katelyn advised the Board that the WVRSC has had an unwritten rule to point requests for sponsorship back to the municipalities since that is who funds the RSCs. The Board agreed that this is the policy they wish to keep at this time.

Katelyn asked that the Board formally appoint Conor Tripp as the Planning Director, explaining that this appointment went into effect in 2022 as Katelyn was not permitted, under legislation, to hold both the position of Planning Director and CEO. Therefore, she was able to appoint Conor as Planning Director at that time, but this was never formally done by the Board.

23-0-19

Motion: Resolved, “that, Conor Tripp be appointed to the position of Planning Director.”

Moved: Mayor, Tanya Cloutier

Seconded: Mayor, Tracey DeMerchant

Motion Carried.

Katelyn reminded the Board members that there will be a special meeting with the consultants that are creating the regional strategy on April 28, 2023, at Sugar Moon Cookhouse beginning at 9 a.m. Andrea mentioned that breakfast would be served when the members arrive and then



a light lunch would be served upon completion of the meeting around 1:00 or 1:30 p.m.

CEO Update

Katelyn reported that she had met with the representatives from PETL regarding their funding portion for the Economic Development mandate. Katelyn just received the agreement late this afternoon that indicates the funding amounts for each of the next five years, with a five-year renewable term, as well. There is a six-month termination clause included should the Board of Directors of the RSC decide that they no longer wish to be part of this agreement.

Katelyn expressed that, for once, she feels that the Western Valley is a bit ahead of the other regions since PETL/Working NB already created a Workforce Strategy in 2022 with Stiletto Consulting.

Katelyn asked the Board to consider a motion to allow her to sign the agreement.

23-0-20

Motion: Resolved, “that, the CEO sign the funding agreement between PETL and WVRSC that is included in budgeting for the Economic Development mandate.”

Moved: Mayor, Trina Jones

Seconded: Mayor Tracey DeMerchant

Motion Carried.

Katelyn mentioned that she has already explained that we added “Housing” to the composition of the regional strategic plan. On May 4, the CEOs of the RSCs will be meeting with Minister Jill Green, the Minister of Service New Brunswick and the Minister responsible for Housing. Katelyn is hoping that they will receive a clearer vision and path forward regarding this highly important issue.

Katelyn reported that she and the other CEOs met on Monday, via Zoom with ELG staff regarding the continuation of regional funding for the new mandates and all seems favorable for that to continue going forward.

Katelyn met with representatives from ONB on Tuesday for a lengthy Zoom meeting to discuss the collaboration between the various departments so that she is aware how to advise businesses and municipalities on who to reach out to for different opportunities.

Katelyn asked the Board if they wished to discuss the proposed branding exercise with Alphabet Creative. We will send their proposal out to the members and will discuss at the next meeting.

The next meeting is set for Wednesday, May 17, 2023, at 6 p.m. via Zoom.

Adjournment:

Motion: The Chair called for a motion to adjourn the meeting at 7:06 p.m.

Moved: Trina Jones

Seconded: Cindy McLaughlin

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Recording Secretary: Andrea Callahan

Tanya Cloutier
Secretary

Katelyn McGrath
Chief Executive Officer