



Board of Directors
Minutes of the Meeting – February 23, 2023, 6:00 p.m.
Via Zoom

In Attendance:

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

Regrets:

Tanya Cloutier, Mayor, Municipality of Lakeland Ridges

Absent:

Staff In Attendance:

Katelyn McGrath, Executive Director
Andrea Callahan, Director of Operations
Barb Sharp, Director of Tourism
Wendy Marr, Community development Coordinator

Others Present:

Joe Gallant, ELG

Call to Order:

Chair, Mayor Tom Eagles called the meeting to order at 6:01 p.m.

Adoption of Agenda:

23-0-06

Motion: Resolved, “that the February 23, 2023, agenda be approved as presented with the addition of Ignite MOU Discussion as per request of Mayor Trina Jones.”

Moved: Mayor, Tracey DeMerchant

Seconded: Mayor, Cindy McLaughlin

Motion Carried

Declaration of Conflict of Interest:

None

Adoption of Minutes:



23-0-07

Motion: Resolved, “that the minutes of the February 8, 2023, meeting be accepted and approved as presented, noting the change of the descriptor for Lynn Hambrook from “Representative” to “Chair of the Western Valley Rural District”. “

Moved: Mayor, Andrew Harvey

Seconded: Mayor, Tracey DeMerchant

Motion Carried

Presentations:

Barb Sharp, Director of Tourism gave a presentation to the Board of Directors of the Western Valley Regional Service Commission and thanked all the tourism leads that work within each municipality. Barb noted that she is trying to connect the dots and create a regional approach to tourism while aligning with the provincial strategy, Explore NB and the federal strategy, Destination Canada.

2023 is a foundational year for tourism with the RSCs. The goals of the year are to create a strategic plan, working with a company called Floor 13 to create a multi-year tourism plan for the WVRSC. Barb is also working towards a Brand Strategy which will include naming, logos, etc., hopefully with a company out of Ottawa called Alphabet Creative.

Priority #3 is Platform Development, which will include website development and content along with social media rebranding.

The final priority that will be visited this year is the Tourism Levy, which has been suggested by different consultants over the past few years, but which must be done at the municipal level first (each municipality must pass a tourism levy bylaw) and that will tie in with our Regional Destination Marketing Organization (RDMO) whereas it has been suggested that half of the revenue would go to the municipal governments for tourism and the other half would go to the RSC for regional tourism.

Barb gave a recap of the meetings and collaborations that she has engaged in thus far and spoke to the use of trail systems and trying to make them shared trails throughout the entire region. Barb’s first collaboration with Explore NB was to hire Tristan Sipprell from Sipprell’s Aerial Imaging to take some drone footage of the World Pond Hockey event in Plaster Rock. Explore NB will use some of this footage in their promotional videos.

Wendy Marr, Community Development Coordinator spoke to the Board regarding the Regional Transportation initiative that the RSC has just gotten underway through Urban Rural Rides. In the region, the first ride was on February 15, with 6 additional rides scheduled for this week. At this time, we have nine fully vetted volunteer drives with eight more that are almost completed. There are also fifteen clients that are registered to use the service. The recent mailout that was a suggestion from Mayor, Tanya Cloutier was very well received. The initiative is receiving a fair bit of media coverage.

Wendy gave a recap of meetings and events that she has attended and/or presented at. She will also attend a Transportation Symposium in Fredericton in late March.



Wendy reported that in the Community Development portfolio, overcoming poverty is a huge priority for ESIC (Economic and Social Inclusion Corporation) and that there will be funding available through ESIC for various aspects of Community Development. Some examples of upcoming plans are community mapping, School Food, Addictions, Social Enterprise, Recreation & Leisure, Income Tax Super Clinics for seniors and low-income earners. There is also a lot of interest in creating community gardens and community kitchens. Wendy noted that the Resiliency Committee should meet to talk on a regular basis to avoid duplication. Wendy is also busy creating Asset Mapping of organizations in the region that can be instrumental in helping with this mandate. Wendy will create an email to be sent to all the mayors to pass on to their councils and residents including the digital copies of the Income Tax Clinic and the Transportation mail out.

Katelyn McGrath thanked Barb and Wendy for attending the virtual call and for passionately reporting on their respective files.

Business Arising:

New Business:

Katelyn remarked that everyone had received the briefing notes on the PRAC Bylaw changes that were prepared by our Planner, Conor Tripp, and that were recommended last August by the PRAC Committee. Katelyn reminded the Board that the only mayors that can vote on this change are those that receive the service from the Regional Service Commission:

Western Valley Rural District
Tobique Valley
Carleton North
Hartland
Lakeland Ridges

The committee is recommending that the composition of the committee be raised from six to seven and that they are able to choose their own chair through an election.

23-0-08

Motion: Resolved that, “The Board of Directors of the Western Valley Regional Service Commission accept the recommendations of the PRAC Committee and adopt the revised Bylaw.”

Moved: Tracey DeMerchant

Seconded: Andrew Harvey

Motion Carried.



Committee Reports:

Public Safety Committee

Each mayor reported on the Fire Chiefs that will be sitting on the Public Safety Committee.

23-0-09

Motion: Resolved that, “The following Fire Chiefs be added to the Public Safety Committee: Tim Corbin – Tobique Valley; Phillip Walker – Southern Victoria; Stephen Armour – Carleton North; Michael Walton – Hartland; Harold McLellan – Woodstock.”

Moved: Andrew Harvey

Seconded: Cindy McLaughlin

Motion Carried.

Economic Development

The conversation regarding the Memorandum of Understanding (MOU) between Ignite and the WVRSC was discussed. There has been a delay in finding the correct candidate for the position of Executive Director of Ignite Western Valley. Mayor, Trina Jones commented that it is important to set this portfolio up for success since it is such a vital file. It is not looking like we will meet the April date for KPIs as listed in the MOU, so is it possible to move that date? Or, if there is no person in place, what portion are we expected to pay?

Chair, Mayor Tom Eagles noted that he was under the impression from Sarah Corey-Hollohan, CEO of Ignite, that she will step into the role in the interim if the right candidate is not available right away.

Sarah is away this week, but Katelyn will get an update as soon as Sarah returns from vacation.

Five-minute break before going into an In-camera session. Katelyn thanked all the observers for attending.

Observers left the meeting.

23-0-10

Motion: Resolved that, “the WVRSC Board of Directors move to an in-camera session.”

Moved: Trina Jones

Seconded: Andrew Harvey

Motion Carried.

23-0-11

Motion: Resolved that, “The WVRSC Board of Directors meeting move back to an open session.”

Moved: Trina Jones

Seconded: Cindy McLaughlin

Motion Carried.



Executive Director Update

Katelyn asked the Board if they would prefer for the RCMP and Budget working meetings be two separate meetings. It was decided to wait until the RCMP confirm that they can attend a meeting in March.

Katelyn explained that the branding exercise that Barb Sharp referred to will have to wait until we know how much the Regional Strategic Plan will cost. RDC has committed \$50,000 and Katelyn had budgeted an extra \$25,000 for 2023 for the plan, so once we know the cost of the regional plan, we will know the amount of the funds that we have to spend or figure out where we will obtain the funds for the branding exercise.

Katelyn reported that shared trails should be a conversation that Councils have as this will be a key component of the Tourism Plan.

Katelyn noted that in 2019, the RSC Board at the time sent a letter of support for shared trails. Mayor Trina Jones reported that the current Council of Woodstock has not discussed the bridge span topic at all.

Mayor Tracey DeMerchant noted that it would be very beneficial for all mayors to be given any and all information and updates as they become available, as this is something that the entire region may potentially benefit from.

The next meeting is set for Wednesday, March 15, 2023, at 6 p.m. and will be in person.

Adjournment:

Motion: The Chair, called for a motion to adjourn the meeting at 7:45 p.m.

Moved: Cindy McLaughlin

Seconded: Tracey DeMerchant

Recording Secretary: Andrea Callahan

Tanya Cloutier
Secretary

Katelyn McGrath
Executive Director