



Board of Directors
Minutes of the Meeting –July 19, 2023, 6:00 p.m.
In Person and Zoom

In Attendance:

Chair, Tom Eagles, Mayor, District of Tobique Valley (via Zoom)
Trina Jones, Mayor, Woodstock
Andrew Harvey, Mayor, District of Carleton North
Cindy McLaughlin, Mayor, Regional Community of Southern Victoria (via Zoom)
Tracy DeMerchant, Mayor, Hartland
Tanya Cloutier, Mayor, Municipality of Lakeland Ridges
Lynn Hambrook, Chair, Western Valley Rural District (via Zoom)
Joe Gallant, ELG (via Zoom)
Special Guests: Jamie Burke, Stantec
Yves Gagnon, Gagnon Strategix
Tony Lyons, Alphabet (via Zoom)
Cindy Kilpatrick, Alphabet (via Zoom)

Regrets:

Absent:

Staff In Attendance:

Katelyn McGrath, CEO
Andrea Callahan, Director of Operations
Joan Kennedy, Finance Manager

Call to Order:

Chair, Mayor Tom Eagles called the meeting to order at 6:08 p.m.

Adoption of Agenda:

23-0-27

Motion: Resolved, “that the July 19, 2023, agenda be approved as presented.”
Moved: Mayor, Trina Jones
Seconded: Mayor, Tanya Cloutier



Motion Carried

Declaration of Conflict of Interest:

None

Adoption of Minutes:

23-0-28

Motion: Resolved, “that the minutes of the May 17, 2023, meeting be accepted and approved as presented.

Moved: Mayor, Tracey DeMerchant

Seconded: Mayor, Andrew Harvey

Motion Carried

Presentations:

Tony Lyons and Cindy Kilpatrick of Alphabet Creative gave a virtual presentation on their findings and suggestions on the tourism brand for the Western Valley Regional Service Commission.

Alphabet is suggesting that we adopt the name “Western New Brunswick” for our brand.

A second presentation was given by Yves Gagnon and Jamie Burke, the two lead consultants working on the Regional Plan.

They presented the draft plan and answered questions from the Board.

Yves and Jamie left the meeting.

23-0-29

Motion: Resolved, “that the draft regional plan for the Western Valley Regional Service Commission be adopted as presented.”

Moved: Mayor, Trina Jones

Seconded: Mayor, Andrew Harvey

Motion Carried

23-0-30

Motion: Resolved, “that Western New Brunswick be accepted as the new destination brand name for the Western Valley Regional Service Commission.”

Moved: Mayor, Andrew Harvey

Seconded: Mayor, Trina Jones



Motion Carried

Business Arising:

No Business Arising

New Business:

Eclipse Committee – discussion on the WVRSC Tourism talking the lead on the Eclipse Project in the region.

23-0-31

Motion: Resolved, “that the Director of Tourism for the WVRSC create and lead the Eclipse Committee for the total eclipse happening in our region on April 8, 2024.”

Moved: Mayor, Andrew Harvey

Seconded: Mayor, Tracey DeMerchant

Motion Carried

Q2 Financial Report

Presentation of the second quarter financials by Finance Manager, Joan Kennedy. Joan explained the reports and each mandate budget separately.

23-0-32

Motion: Resolved, “that the second quarter financial report be accepted.”

Moved: Mayor, Tanya Cloutier

Seconded: Mayor, Trina Jones

Motion Carried

23-0-33

Motion: Resolved, “that, the Board of Directors of the Western Valley Regional Service Commission move to an in-camera session.”

Moved: Mayor, Tracey DeMerchant

Seconded: Mayor, Tanya Cloutier

Motion Carried

23-0-34

Motion: Resolved, “that the meeting cease the in-camera session.”

Moved: Mayor, Trina Jones

Seconded: Mayor, Tanya Cloutier

Motion Carried

23-0-35

Motion: Resolved, “that the CEO of the Western Valley Regional Service Commission be authorized to enter into a contract with any community in the region that wishes to use the



services of the WVRSC.”

Moved: Mayor, Andrew Harvey

Seconded: Mayor, Tracey DeMerchant

Motion Carried

CEO Update

Katelyn mentioned that she is very happy and proud to report that five Community Development grants through the Economic and Social Inclusion Corporation were approved in our region totaling \$37,104.07 for this round of funding.

Adjournment:

Motion: The Chair called for a motion to adjourn the meeting at 8:35 p.m.

Moved: Mayor, Tanya Cloutier

Seconded: Mayor, Andrew Harvey

Recording Secretary: Andrea Callahan

Tanya Cloutier
Secretary

Katelyn McGrath
Chief Executive Officer