

**REGION OF QUEENS MUNICIPALITY
REGULAR COUNCIL
TUESDAY, DECEMBER 10, 2019
9:00 A.M.**

PRESENT: Mayor David Dagley, Chair
Councillor Kevin Muise
Deputy Mayor Heather Kelly
Councillor Brian Fralic
Councillor Susan MacLeod
Councillor Jack Fancy
Councillor Raymond Fiske
Councillor Gilbert Johnson
Chris McNeill, CAO
Christine Watson, Administrative Assistant – Planning & Development

1.0 CALL TO ORDER:

Mayor Dagley called the meeting to order at 9:00 a.m.

Years of Service Awards

16 employees were recognized for their years of service:

5 Year Awards

Scott Orme
Denise Covey
Jamie Legge
James Dean
Harold Freeman

10 Year Awards

Kelley-Anne Hurley
Cindy Conway
Wanda Horton
Robin McKinnon
Candice Weare
Richard Wolfe

15 Year Awards

Heather Cook
Jennifer Keating-Hubley
Sally Wolfe
Corina Hupman

25 Year Award

Scott Rhyno

2.0 CHANGES / APPROVAL OF AGENDA

It was moved by Councillor Fralic and seconded by Councillor Johnson that the Agenda be approved as presented.

MOTION CARRIED unanimously.

3.0 PRESENTATIONS

3.1 Queens County Transit – Bill Smyth

Mayor Dagley welcomed Bill Smyth, Chair, Queens County Transit, to Council (copy of presentation attached to original set of Minutes).

Some highlights included:

- Vision
- Mission
- QCT Team
 - 8 members on the Board of Directors (seeking two new members and additional drivers)
 - 2 staff, 3 van drivers and 6 volunteer drivers
 - A fleet of 3 vehicles, including two accessible vans
- Accomplishment in the past 7 months
 - Provided 2,418 rides since April 1, 2019
 - Hired part-time dispatcher
 - Remuneration \$75,000 YTD
 - Moved to office of Home Care on Main Street
 - Charitable Status
- Success Stories
 - Supporting students
 - Working with Senior Safety Officer (isolated seniors)
 - Accessibility – 517 rides with accessible vans
- Challenges
 - Resources – aging fleet – service and cost
 - North Queens – experiencing lack of participation (historically reply on friends and family). Pulled van stationed in Caledonia due to backup needs in Liverpool (breakdowns)
 - Medical Shortages – cancellations due to lack of meds in hospitals
 - Drivers – ongoing search for paid drivers in North Queens and volunteer drivers throughout
 - Fixed Funding – primary source from Province, based on linear kilometers of roads and population
- Why continue to support QCT?
 - Affordable door-to-door, accessible transportation
 - Reducing social isolation
 - Increase in the need to support Seniors and Students
 - 37.4% of population disabled (highest in Province), need more accessible vans
- What's next for QCT?
 - Upgrade of vehicles
 - Increase awareness and ridership
 - Fundraising campaign
 - Develop and strengthen Board and Organization
 - Recruitment of volunteer drivers
 - Continue partnerships with Home Care, Senior Safety Officer and RQM, and develop new ones
- Financial Highlights
 - Fare Revenues - \$25,966
 - Salaries - \$43,621
 - Stipend to Volunteer Drivers - \$19,556
 - Vehicle Repairs & Maintenance \$11,849 (to date closer to \$15,000)
- 3-Year Capital Budget
- The Ask
 - \$25,000 to purchase new 2021 Dodge Promaster Wheelchair Van (a one-time ask for down payment from RQM, remainder from ATAP)

Mayor Dagley thanked Mr. Smyth for his presentation and stated consideration for his request would be discussed during the budgeting process which will begin in January and continue until March.

For further information see www.queenscountytransit.ca or email to treasurer@queenscountytransit.ca

4.0 TABLING OF PETITIONS:

There were no petitions to come before this meeting.

5.0 PUBLIC QUESTION / COMMENT SESSION:

Leon Robertson – 45 College Street, Liverpool – Mr. Robertson thanked Council for approving the Canada Day Celebrations, offering his opinion that it would be good to have the celebrations in the park. He further stated he was surprised to see in the Minutes that following the survey done during the branding exercise, that 59% of residents were unaware of Queens County.

He wished everyone a Merry Christmas and a Happy New Year.

6.0 APPROVAL OF MINUTES:

6.1 Council Minutes – November 26, 2019

It was moved by Councillor Fiske and seconded by Councillor MacLeod:

THAT the minutes of the Regular Council meeting held November 26, 2019 be approved as circulated.

MOTION CARRIED unanimously.

7.0 DANGEROUS OR UNSIGHTLY PREMISES:

There were no items to come before this meeting.

8.0 ECONOMIC DEVELOPMENT:

8.1 Tourism Season Report 2019

Richard Lane, Community Economic Development Coordinator, provided an update on tourism for 2019 season (copy of presentation attached to original set of Minutes).

Some highlights included:

- One Nova Scotia – Goal 14 - Aim to double tourism revenues to \$4 Billion by 2024. Growth rate insufficient now to reach target.
- Nova Scotia 2019
 - Down 3% in non-resident overnight visitation
 - Down 2% licensed room nights sold
 - Increase 44% economy room nights booked
 - Increase 0.3% 2018 revenue estimate, compared to previous year
- Fixed Roof Occupancy 2019 – South Shore performed fairly well in 2019 (world junior curling, lobster crawl)
- Queens County Occupancy 2019 (licensed accommodation and does not include campgrounds or Air BnB's)
- Queens County VIC 5-Year Comparison (investigate VIC future in strategic plan)
 - Liverpool VIC – Down 21.2%, 4,588 visitors
 - Caledonia VIC – Down 1.5%, 4,397 visitors

- Provincial VIC Stats for Comparison (Halifax waterfront VIC closed Jan-May)
- Neighbour VIC Stats for Comparison – on trend
- Queens County Attractions
 - Queens County Museum – visitors down slightly over previous year
 - Museum of Justice – visitors up over previous year
 - Perkins House – closed but have an interpreter on site as visitors visit and enquire. Scheduled to reopen in 2021.
 - Hank Snow Museum – visitors down over the previous two years
 - Lane's @ Lighthouse – visitors up
- Tourism Industry Association of Nova Scotia (TIANS) 2019 held at Westin Nova Scotia December 1-3, 2019
- \$2.61 billion – biggest revenue ever
 - Working on short term rentals (new legislation in April 2020)
 - Focusing on Ontario, Quebec, NEUS, UK, Germany and China
 - Focusing on improving direct flights
 - m5 selected at TNS marketing agency for two-year term, with option to renew 3 one-year terms

8.2 Economic Development

Jenny Rockett, Director of Economic Development, Richard Lane, Community Economic Development Coordinator and Dana Henley, Administrative Assistant, provided an update on the economic development department (copy of presentation attached to original set of Minutes).

Some highlights included:

2019-20 Priorities

Branding – Branding was the most significant priority focused on this year. The new brand is being developed to help attract new residents, retain current ones, attract visitors and attract and encourage business investment. m5 have put together a justification for their choice and are working on picture ads, which will be shared at a later meeting. Our hope is to launch a new brand in January 2020.

Waterfront – The re-imagination of the Liverpool waterfront started this year. EDM Planning was hired to create a concept plan, which was shared at public meetings with 35 – 40 people attending. Feedback was also available on line. The response from those who participated was very positive. Plans are on hold until the flood mitigation plans are finalized.

Business Façade Program – Twelve applications were received by the deadline of May 31, 2019. Six were approved representing an investment of approximately \$60,000 (criteria for approving the current year applications can still be found on RQM website along with the application form). Application for matching RQM's contribution of \$25,000 was not approved by the province this year. Unsure if the program will continue next year.

Visitor/Community Guide - DVL Publishing were hired to produce the 2019 Community Guide and secured local advertisement. 6000 copies were printed and distributed to VICs around the province and hotels, and as well at Saltscapes. They were great to work with and we will be working with them again for the 2020 guide.

Advertising – The majority of advertising is done in house for various departments. Ms. Rockett thanked Heather Cook, Communications & Engagement Coordinator, for her assistance with writing and posting on RQM social media, sharing and promoting events and initiatives.

Internet

- TV White Space Project has wound down, equipment is still there and in use, but is not licensed for use in Canada yet.
- North Queens wireless project still expanding. NCS Network is building out a network of repeater sites from a fibre-fed pole on Tefler Hill.

- Fibre roll out plans are in place for Phases 1 and 2, and we are awaiting money disbursement from Develop Nova Scotia.
- Working with Colin Mudle on scoping potential wireless projects in Port Joli/Port L'Herbert, Molega and Medway River Road.

Gateway Project

- Application to ACOA on behalf of North Queens Board of Trade to develop Caledonia as service area to National Park
- Application to develop a community plan
- Increase visitors to local business and amenities
- Promote Highways 103, 3 and 8 as preferred route to Kejimikujik
- Develop Gateway Community as a destination in its own right (working with the Board of Trade on the possibility of gas stations in the area)

Summer Ambassador

- 8 week term, July 1 – August 25 (Aethne Hinchliffe)
- Contribute the public engagement around the branding project, The Big Q
- Assisted with re-invigorating the Liverpool VIC Facebook group
- Developed RQM Instagram channel
- Gathered information and populated the ShowMe Maps self-service application

Town Hall Arts & Cultural Centre

- The sign design has been finalized and quotes have been received.
- RQM signed an agreement with the Astor Theatre Society in November 2019 for the operation and management of the THACC.
- The monument and signs were cleaned prior to the Remembrance Day ceremonies.

Christmas

- Christmas on the Mersey
- Trees in the Park – RQM tree was trimmed with all natural decorations
- Wreaths – Caledonia residents Sean Maguire and Patricia Lee were contracted this year to provide wreaths.

South Shore Regional Airport

- Met in Debert with other municipally-owned airports in September, along with members of the Flying Club. The session focused on the future of municipal airports, the funding and operating issues. Plan to meet again in the spring.
- Fuel – Quotes were received for a fuel system at the airport and are awaiting to see what RQM liability requirements are from the insurance company, which will be a deciding factor to pursue the system.
- Brush clearing – 800 feet of brush was cleared this summer on the approach to runway 07. Volunteers and members cleared away smaller brush along the runway.
- Amendment to lease – SSFC have a lease to sublet hangars
- Use of Airport – Survey company used facility for a month during the summer

Workshops and Programs

- Events Nova Scotia – A workshop by Events Nova Scotia, in partnership with RQM, SQCC and World Junior Curling committee, was held on January 30 with local businesses invited to learn about the economic impact in preparation of the World Junior Curling Championships.
- Tourism Experience Development – Tourism Nova Scotia, in partnership with RQM and SSTC held a workshop on March 6 with approximately 40 people attending. The workshop focused on what visitors to Nova Scotia want, opportunities to attract new visitors, exploring partnerships and tips and tools to create experiences.
- Redefining Retirement Program – Program is supported by the Department of Seniors, Acadia Entrepreneurship Centre and Third Sector Enhancement to discuss the role they can play in invigorating communities and rural economy. The program was offered in Liverpool over a 10 week period in May and June with 15 people participating.
- Mash Up Weekend – Working with Mash Up labs to hold the event before the end of the fiscal year.

Regional Initiatives

- South Shore Business Summit – Held in October at Oak Island along with representatives from Chester, Mahone Bay and Lunenburg.
- Agriculture Day – 7th annual Agriculture Day, in collaboration with Chester, MODL, and Provincial Department of Agriculture will be held this year in Queens County at the Fire Hall and Business Hub in Caledonia on Saturday, March 21, 2020
- Collaborating with the Provincial Department of Lands and Forestry to hold the Western Woodlands Conference in Queens County on March 7, 2020
- South Shore Expo
- South Shore Tourism Co-op

What's Next?

- Continue working on current projects
- During budget discussion look at new projects such as VIC, Immigration, Housing and the development of a Walking Tour App
- Development of an Economic Development Strategy

Mayor Dagley announced a 5 minute recess at 11:25 a.m.

9.0 CORPORATE SERVICES

9.1 Request for Funding for New Year's Levee

It was moved by Councillor Johnson and seconded by Councillor Fiske:

THAT the Council of Region of Queens Municipality provide grant funding to NS / NU Command Mersey Branch 038 The Royal Canadian Legion in the amount of \$450 to host a New Year's Levee on January 1, 2020, to be funded from Other Expenses – General Government.

MOTION CARRIED unanimously.

10.0 ENGINEERING & PUBLIC WORKS

There were no items to come before this meeting.

11.0 FINANCE

There were no items to come before this meeting.

12.0 RECREATION AND COMMUNITY FACILITIES

12.1 Community Investment Fund (CIF)

It was moved by Councillor Muise and seconded by Councillor Fralic:

THAT the Council of Region of Queens Municipality approve amended Operational Policy 11 – Community Investment Fund.

It was moved by Councillor Johnson and seconded by Councillor MacLeod:

THAT the motion be deferred to next Council meeting.

MOTION CARRIED with 5 in favour and 3 against.

13.0 PLANNING AND DEVELOPMENT

There were no items to come before this meeting.

14.0 REPORTS

14.1 Council Implementation Report

Council Implementation Report circulated for information purposes.

14.2 Queens Event Strategy

It was moved by Councillor Fralic and seconded by Councillor Fancy:

THAT the Council of the Region of Queens Municipality adopt the report as submitted, Queens Event Strategy.

MOTION CARRIED with 6 in favour and 2 against.

15.0 IN-CAMERA ITEMS

It was moved by Deputy Mayor Kelly and seconded by Councillor Muise that the proceedings go In-Camera at 12:10 p.m. to discuss the following:

15.1 Setting a Minimum Price to be Accepted by the Municipality at a Tax Sale

15.2 Personnel Matter

MOTION CARRIED unanimously.

Mayor Dagley announced a 5 minute recess at 12:10 p.m.

Mayor Dagley declared a Conflict of Interest at 12:35 p.m. prior to Item 15.2 being discussed and left Council Chambers.

Deputy Mayor Kelley assumed the Chair.

Councillor MacLeod declared a Conflict of Interest at 12:40 p.m.

It was moved by Councillor Muise and seconded by Councillor Fiske that the proceedings exit In-Camera at 1:05 p.m.

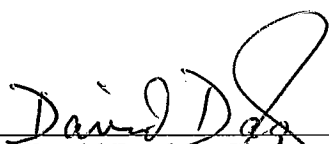
MOTION CARRIED unanimously.

Mayor Dagley and Councillor MacLeod rejoined the meeting at 1:09 p.m.

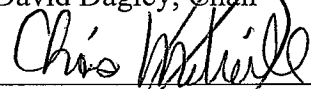
16.0 ADJOURNMENT

It was moved by Councillor Fralic and seconded by Councillor Fiske that the meeting be adjourned at 1:10 p.m.

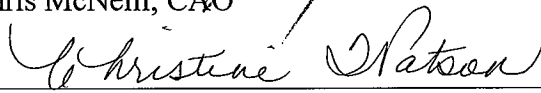
MOTION CARRIED unanimously.



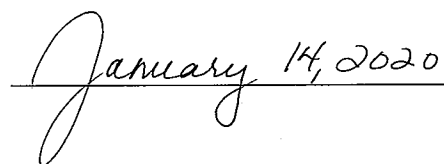
Mayor David Dagley, Chair



Chris McNeill, CAO



Christine Watson, Administrative Assistant – Planning & Development

Date Approved: 



Keeping Queens Connected

Presentation to RQM

DATE Dec 10, 2019

QCT Vision and Mission

VISION

Keeping Queens Connected

MISSION

Queens County Transit shall provide an inclusive, accessible, and effective transit service that is efficient and sustainable for all residents

QCT Team

BOARD OF DIRECTORS

- Bill Smyth, Chair
- Bob MacGowan, Vice Chair
- Craig Harding, Secretary
- Dave Rogers, Treasurer
- Alex Doggett
- Grant Webber
- Don Kimball
- Dee Kozlowski

QCT STAFF

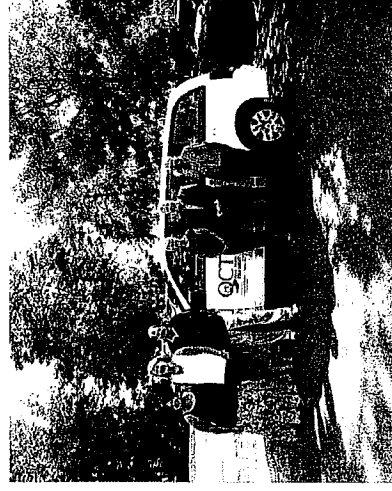
- Tammy Leblanc, Manager
- Susan Levy, Dispatcher
- Van Drivers:
 - Bruce Wentzell
 - David Dicks
 - Barry Anthony
- Active Volunteer Drivers:
 - Bill Allan
 - Alta Mason
 - Eric Frail
 - Joan Harris-Reid
 - Nita Fisher
 - Eleanor Murley

Overview of Queens County Transit

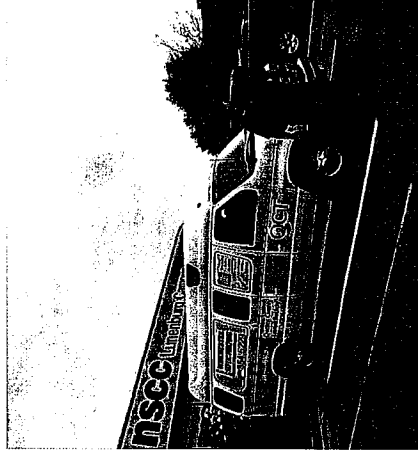
- A fleet of 3 vehicles, including two accessible vans



- 2010 Ford Econoline – 4 Pass + 2 Wheelchair



- 2018 Dodge Caravan – 9 Pass or 7 with 1 Wheelchair



- 2018 Dodge Caravan – 5 Passengers

Overview Continued

Accomplishment in the past 7 Months

- Provided **2,418** rides since April 1 this year (goal first year 515) with Sept, Oct & Nov averaging 544 per month.
 - 528 for Medical
 - 1287 for education
 - 198 sheltered workshops
 - 410 of these Seniors
 - 425 Wheel chair rides
- Creating jobs in the community
 - Hired a part time dispatcher
 - remuneration \$75,000 YTD (8 months)- drivers and volunteers
- Launched a New Horizons program called Seniors for Seniors
- Increased awareness in the community with ongoing events, Caledonia parade, Privateer Days, Xmas Parades, radio ads, newsletters, brochure mailout
- Moved to the offices of Home Care on Main Street.
- Initiated co-operative endeavors with key players needing transportation – in process
- Charitable Status

Success stories!

- **EDUCATION:** Supporting students – many requiring financial assistance just to utilize our services – breaking down barriers
- **ISOLATED SENIOR:** working with the Senior safety officer we now have an individual as a volunteer driver who lived in isolation and was depressed.
- **MEDICAL APPOINTMENTS:** have enabled many seniors requiring Cancer treatment to access services in Halifax as well as Bridgewater and Kentville.
- **ACCESSIBILITY:** 517 RIDES since we started in Oct 2018 (with the accessible vans).
- **REDUCING ISOLATION:** Seniors Shopping Trips and gaining the confidence of Seniors worried about their own safety and security, one senior at a time.

Success stories – sums it all up!

Thanks for driving me to School
Safely! Have a nice holiday!

GENTLE, JOYOUS, LOVELY SEASON...
FILL US WITH YOUR PEACE.

SEASON'S GREETINGS TO YOU

From,
Chloe



Challenges!

- **RESOURCES:** Our biggest challenge is our ageing Fleet – Both of our wheelchair vans are wearing out more quickly than planned due to increased volumes and limited capacity – service and cost
- **NORTH QUEENS:** - Still experiencing lack of participation - They feel isolated and historically have relied on friends and family. Had to pull our van stationed in Caledonia due to backup needs in Liverpool caused by breakdowns.
- **MEDICAL SHORTAGES** – recent cancellations of bookings due to lack of cancer meds in hospitals
- **Drivers:** – ongoing search for Paid drivers in North Queens and volunteer drivers throughout the county.
- **Fixed Funding:** – Primary source of funding from Province based on linear kms of roads and population – limits expansion without help

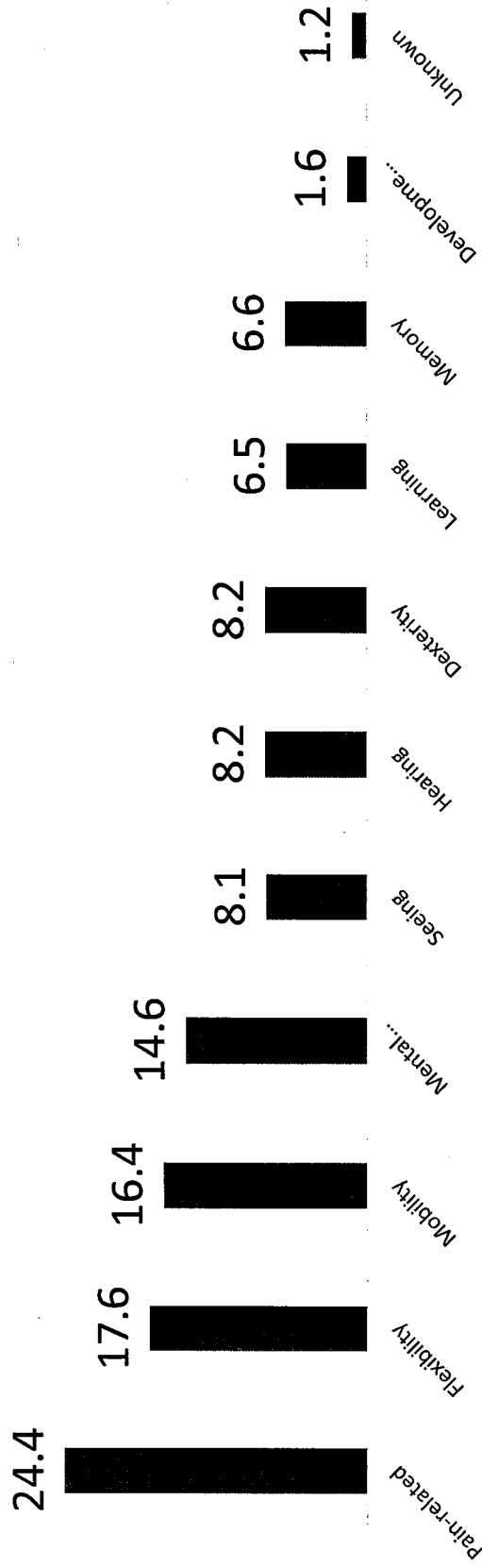
Why continue to support QCT?

- We are addressing a **real need** for affordable, door-to-door, accessible transportation – a need that will continue to grow because of aging population
- We are helping people **access important services and education and employment opportunities** – and enabling people to stay in Queens County
- We are creating **vital community infrastructure** and reducing social isolation
- We are seeing an increase in the need to support **Seniors and Students**
- **Growing** need to assist the disabled – **37.4%** of our population – the highest in the Province – more accessible vans.

Why continue to support QCT?

- Growing need to assist the disabled – 37.4% of our population – the highest in the Province – more accessible vans.

Disability Rate by Type Queens County, 2017



What's next for QCT?

- Upgrade of vehicles – VERY Urgent Need!
- More outreach to increase awareness and ridership
- Launching a county wide fundraising campaign to help raise necessary funds
- Continuing to develop and strengthen board and organization
- Continuing to recruit volunteer drivers
- Continuing valuable partnerships with Home Care, Senior Safety Officer and RQM while developing new ones

Financial Highlights

	Original budget for 2020/21	Actual Position to Oct 31 - 7 months
Fare Revenues	11,540	25,966
Salaries	53,000	43,621
Stipend to Volunteer Drivers	8,000	19,556
Vehicle Repairs & Maintenance	8,000	11,849

3 Year Capital Budget

	2018/2019		2019/2020		2020/2021		2021/2022		2022/2023	
	Budget	Actual	Budget	Actual	Budget	Budget	Budget	Budget	Budget	Budget
Computer	0	650	0	665			700			0
Furniture	0		0	3,500			1,000			0
2004 van (1)	0	3,824								
2010 Van (2)	10,000	10,474								
2018 Van	0	0								
2020 Promaster (3) - New	0	0	0	0	100,000					0
2020 Promaster (4) - New	0	0	0	0	100,000					0
2021 - 5 passenger										
Accessible (4) Org Budget										
35,000	0	0	0	0	0	0	65,000			0

(1) will be replaced by a Promaster and retained for a year or 2 as a backup

(2) will be disposed of

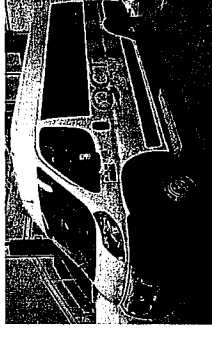
(3) 75% of funding to come from ATAP - 25% from Municipality

(4) 75% of funding to come from ATAP - 25% from Fund Raising

Note: ATAP funds up to 75% of capital cost to a maximum of \$75,000

The Ask

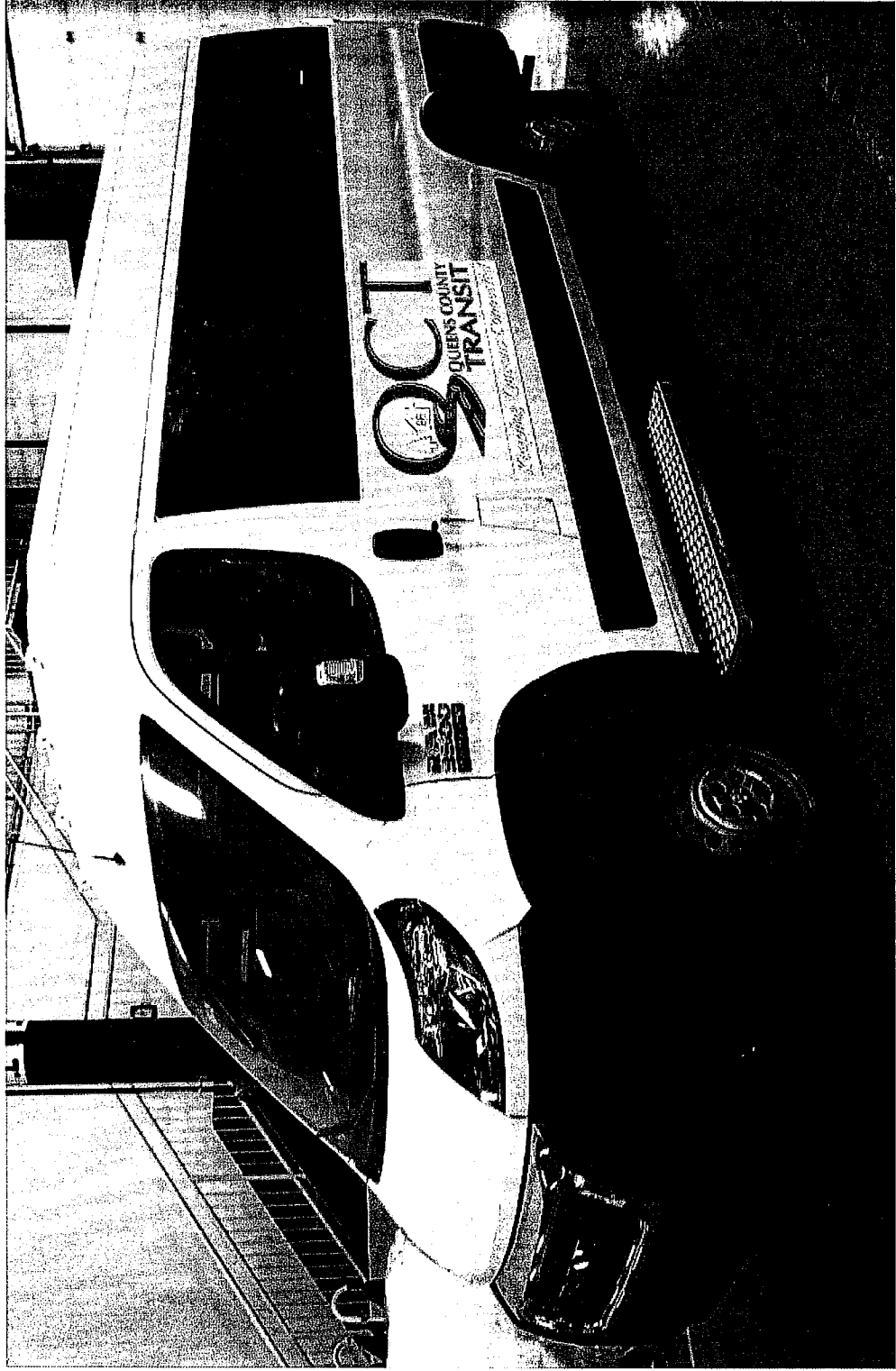
- \$25,000 to purchase a new 2021 Dodge Promaster Wheelchair Van.
- Our estimated final cost will be approx \$100,000



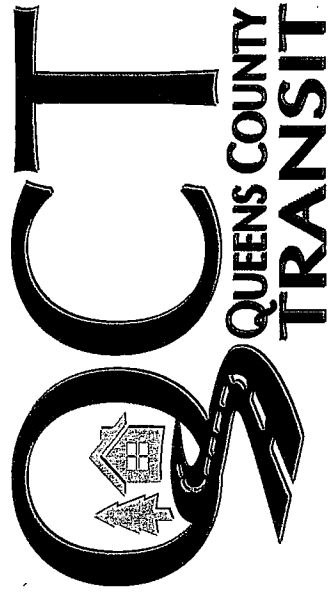
Why the urgent need:

- Our current costs to repair both wheelchair vans are now exceeding their original costs.
- Parts are becoming difficult to come by
- Recent repairs to one van are being done in Lunenburg county as there is no reasonable local service
- Lead times for builds need to be respected
- Effectively went the whole month of November without one van – requiring alternate solutions including running two vehicles to take students to NSCC, hiring a taxi to complete a run, and paying a mother of a student
- We are anticipating increased demand for accessible vans to meet the Provincial accessibility mandate
- The plan is to purchase 2 Promasters in 2020 provided ATAP will allow 2. The down payment on the second van to come from donations.

The Future of QCTS



Thank you!
Questions?



Keeping Queens Connected

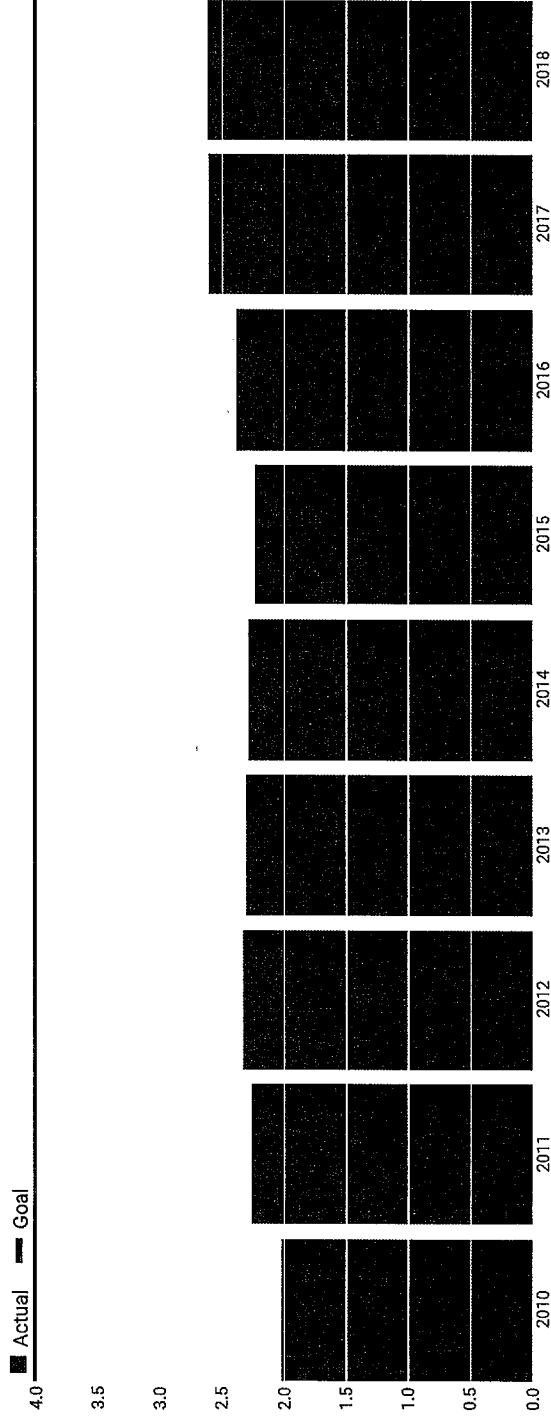
www.queenscountytransit.ca
treasurer@queenscountytransit.ca

Tourism Report 2019

Region of Queens Municipality

One Nova Scotia: Goal 14

Tourism Revenues (\$ Billions)



Aim to double tourism revenues to \$4B by 2024.
 Revenues have grown 29.2%, but rate of growth insufficient to reach target

Nova Scotia 2019

YTD AUGUST 2019 NON-RESIDENT OVERNIGHT VISITATION

-3% compared to last year

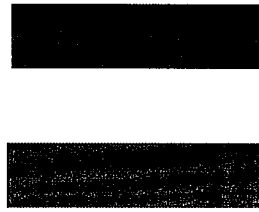


1,694,000 2018
1,644,000 2019

An estimate of non-resident overnight visitation through key entry points to the province.

YTD AUGUST 2019 LICENSED ROOM NIGHTS SOLD

-2% compared to last year

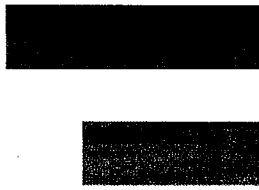


1,901,000 2018
1,861,000 2019

An estimate of room nights sold by licensed Nova Scotia accommodations operators.

YTD AUGUST 2019 SHARING ECONOMY ROOM NIGHTS BOOKED

+44% compared to last year



239,000 2018
343,000 2019

An estimate of licensed and unlicensed room nights sold through two leading sharing economy platforms (data source: AirDNA).

2018 PRELIMINARY REVENUE ESTIMATE

+0.3% compared to last year

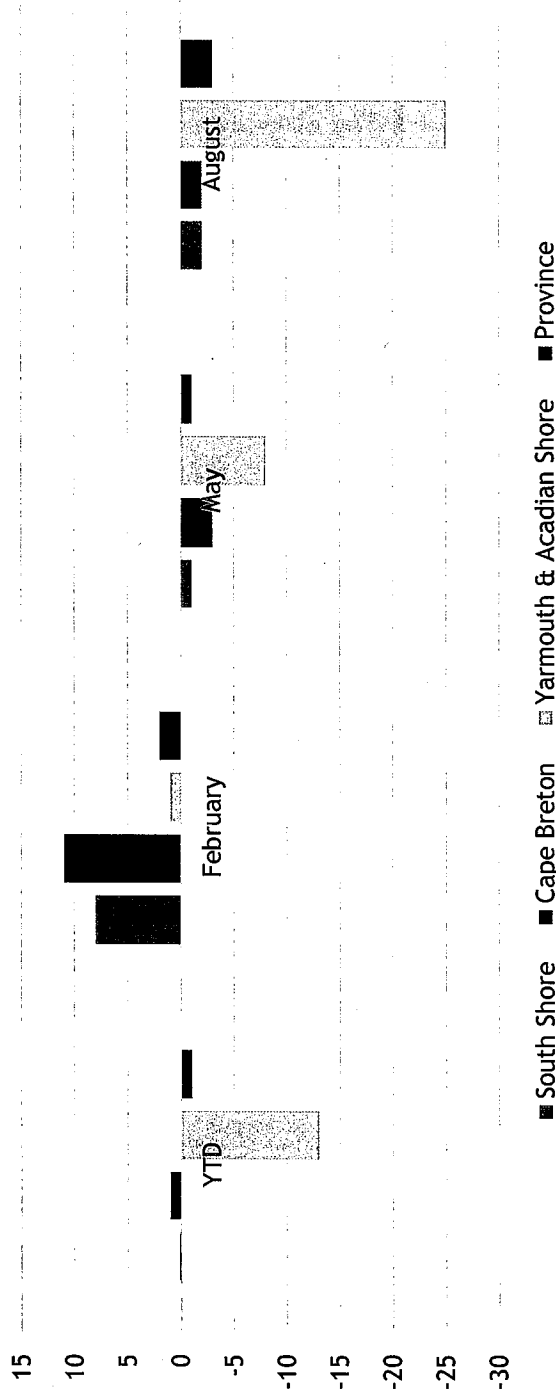


\$2.60 billion 2017
\$2.61 billion 2018

Estimated revenues for 2019 will be posted when available.

Fixed Roof Occupancy 2019

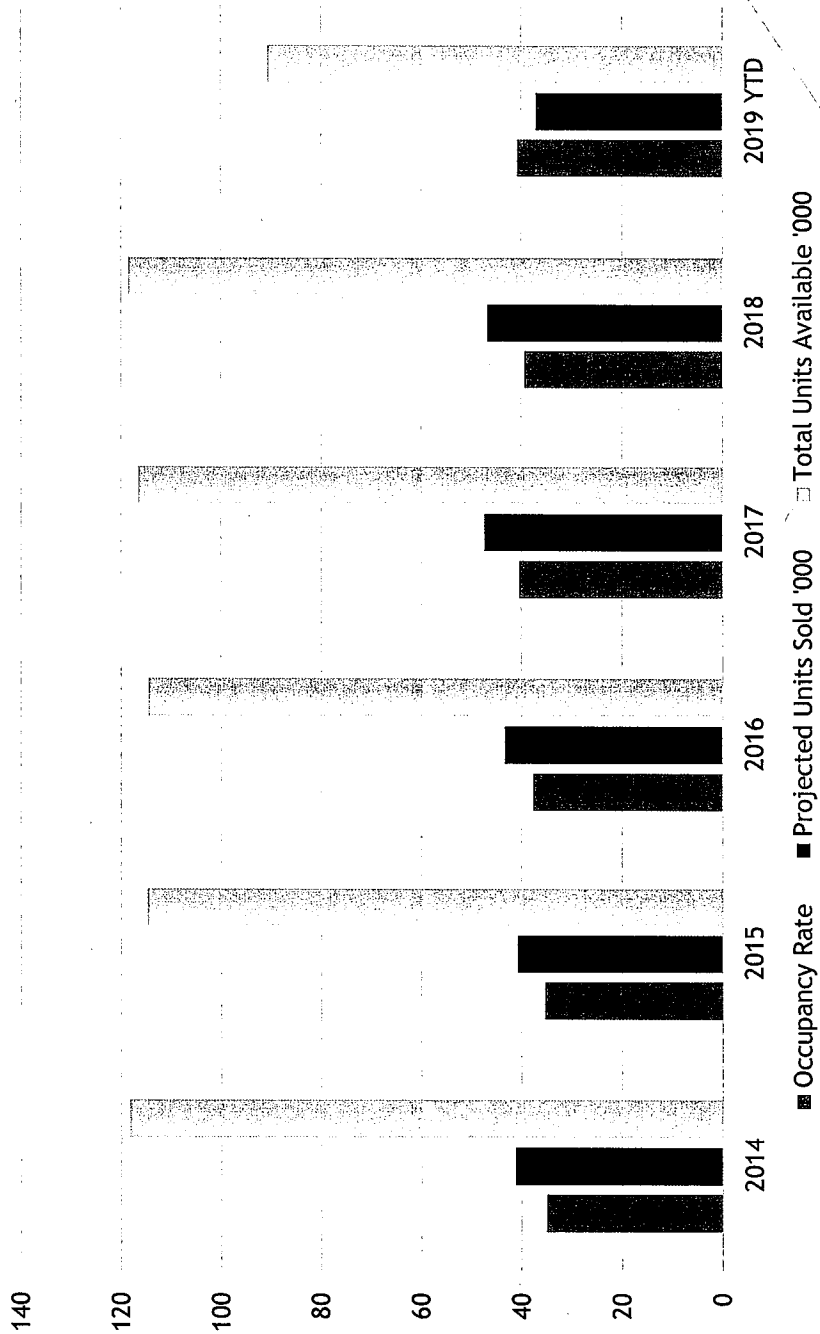
% Point Change From 2018



South Shore has performed comparatively fairly well in 2019. February (World Junior Curling, Lobster Crawl) stands out strongly.

Queens County Occupancy 2019

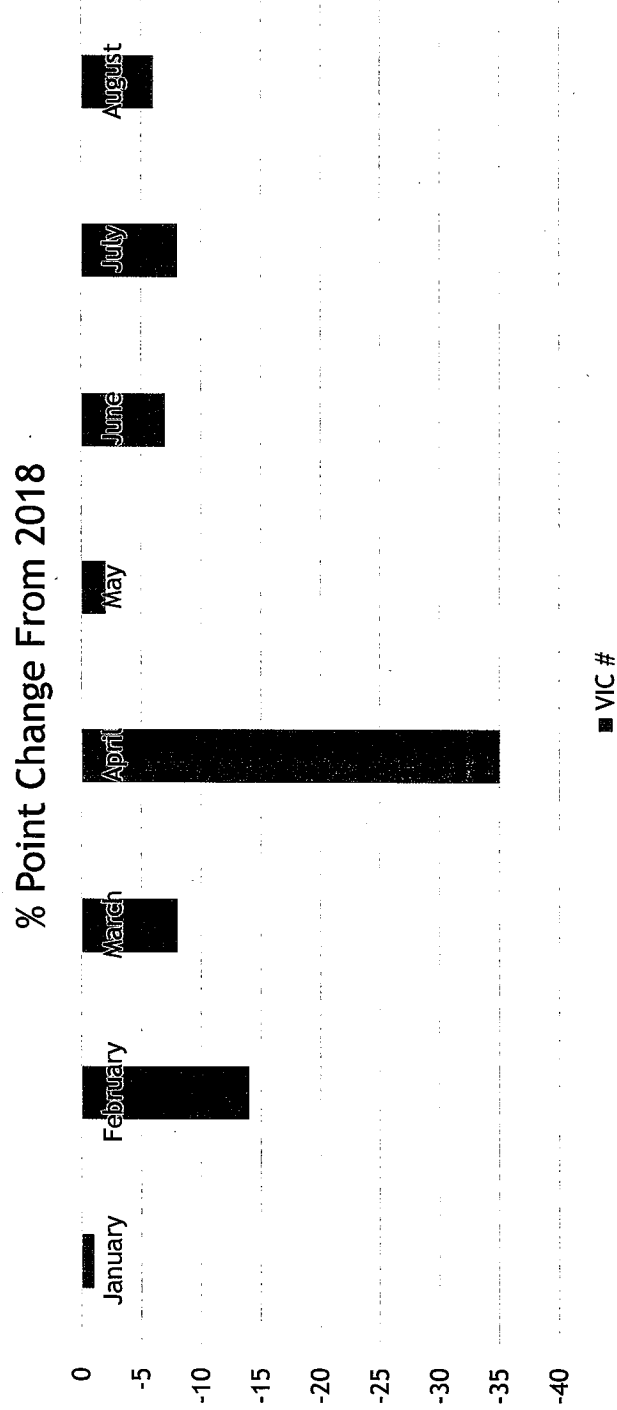
Fixed Roof Accommodation



Queens County VIC 5-Year Comparison

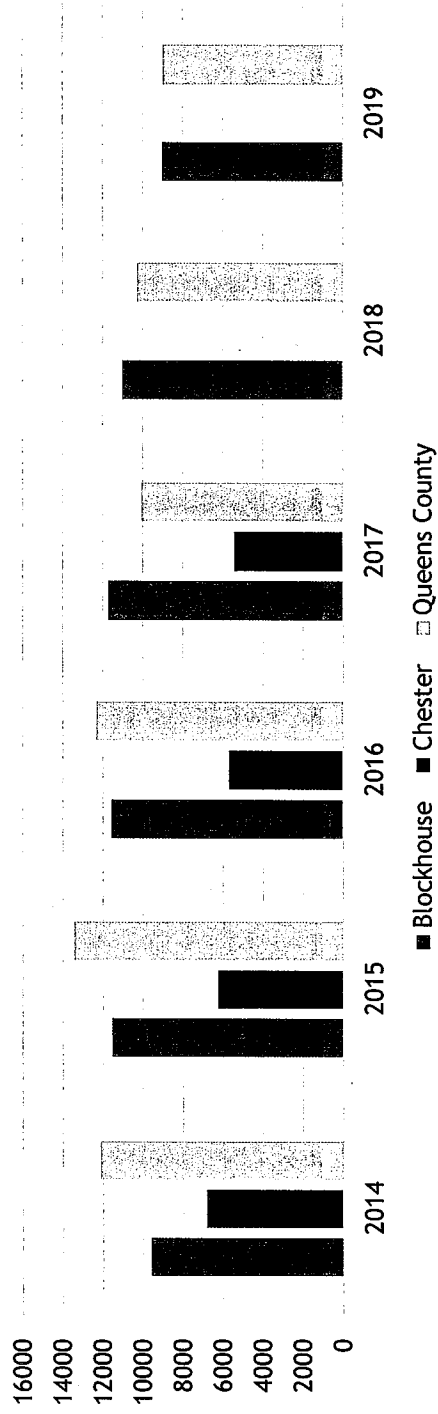
	2015	2016	2017	2018	2019
Liverpool VIC	8371 +6.5%	7976 -4.7%	5482 -31.3%	5819 +6.1%	4588 -21.2%
Caledonia VIC	5074 +18.5%	4356 -14.2%	4598 -5.6%	4464 -2.9%	4397 -1.5%
TOTAL	13,445 +10.73%	12,332 -8.28%	10,080 -18.26%	10,283 +2.0%	8985 -12.6%

Provincial VIC Stats For Comparison



N.b. Halifax Waterfront VIC was closed Jan-May.

Neighbour VIC Stats For Comparison

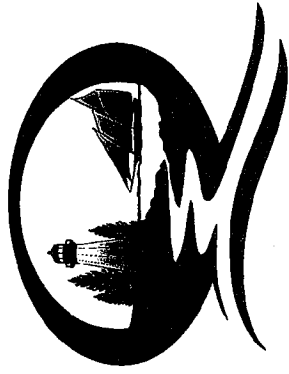


Queens County Attractions

	2017	2018	2019
Queens County Museum	6718	8061	7981
Museum of Justice	--	785	942
Perkins House	--	1608	1967
Hank Snow Museum	2408	2430	1798
Lane's @ Lighthouse	5444	--	6249

TIANS 2019

- ▶ Tourism Industry Association of Nova Scotia Conference on Tourism, Westin Nova Scotian, December 1-3, 2019.
- ▶ Minister's Working Group on Short Term Rentals.
- ▶ \$2.61B "biggest revenue ever".
- ▶ Focus on Ontario, Quebec, NEUS, UK, Germany and China.
- ▶ Focus on improving direct flights. Goods, services, visitors and general investment readiness.
- ▶ m5 selected as TNS marketing agency for two-year term, with option of three one-year extensions.
- ▶ Tourism Start-Up and Rural Placemaking Pitch Competitions



Region of Queens Municipality

Economic Development

UPDATE AND WHAT'S NEXT

DECEMBER 10, 2019



AGENDA

- Update on 2019-20
- What's next
- Questions or comments



Update on 2019-20 Priorities

- Branding
- Waterfront
- Façade Program
- Visitor/Community Guide
- Advertising
- Internet
- Gateway Project
- Summer Ambassador
- Christmas
- THACC
- South Shore Regional Airport
- Workshops and Programs
- Regional Initiatives
- Day-to-Day

Branding

- Importance of Branding
- Where we are now
- Next steps



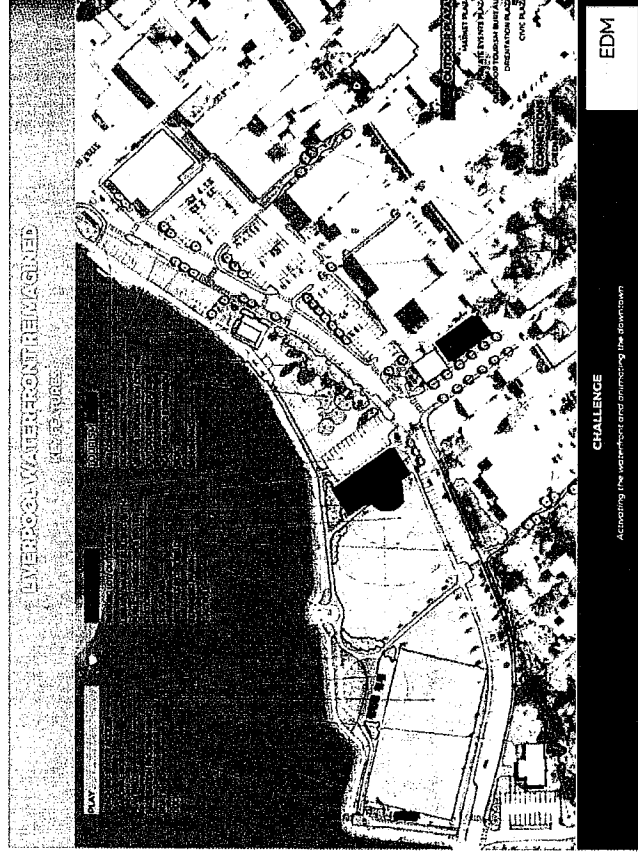
Queens Coast

SEEK NATURE'S REWARDS



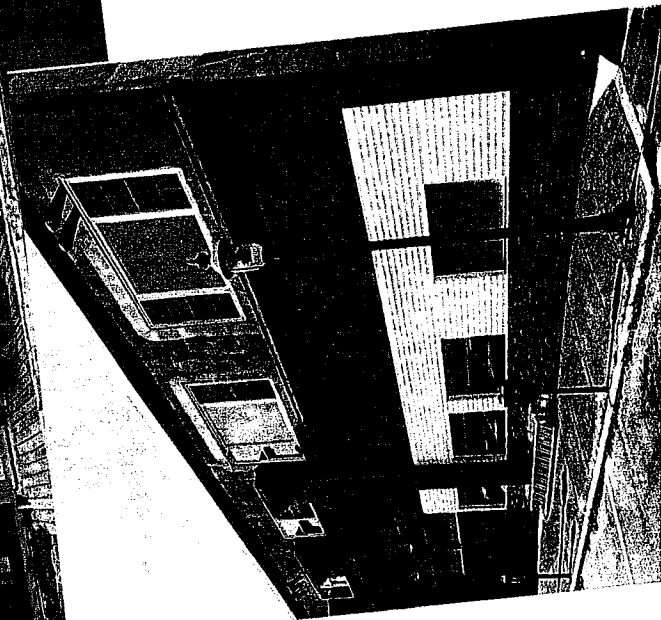
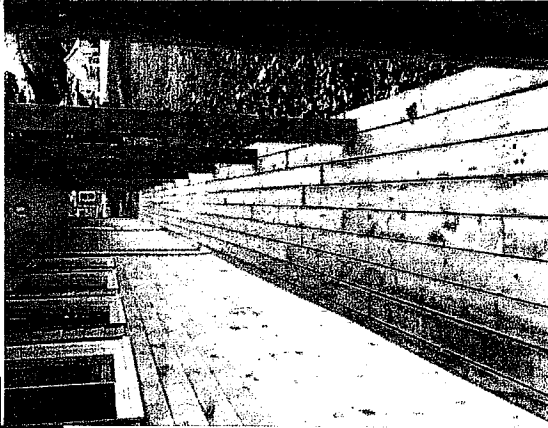
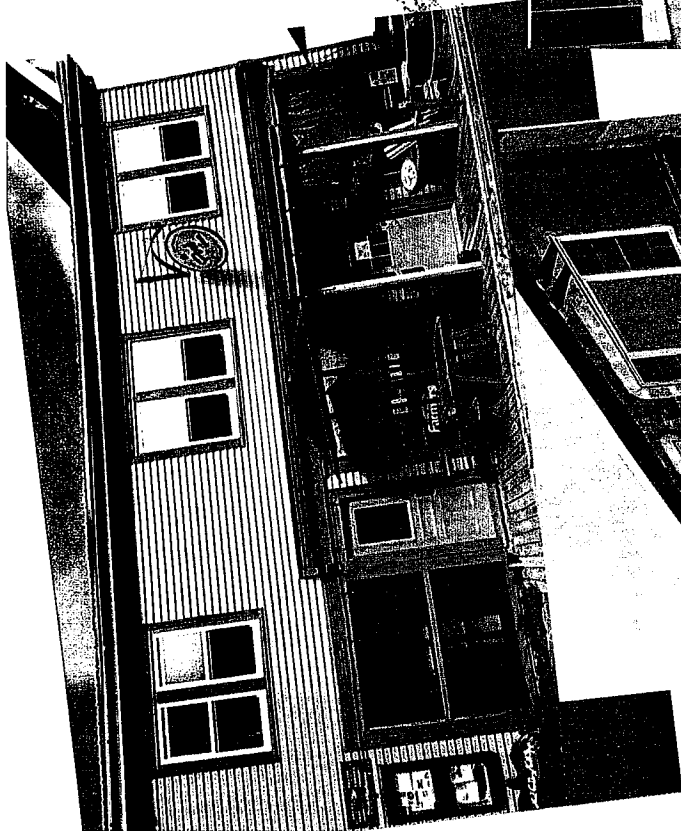
Waterfront

- Public engagement activities
- EDM Planning concept design
- Where we are today



Business Façade Program

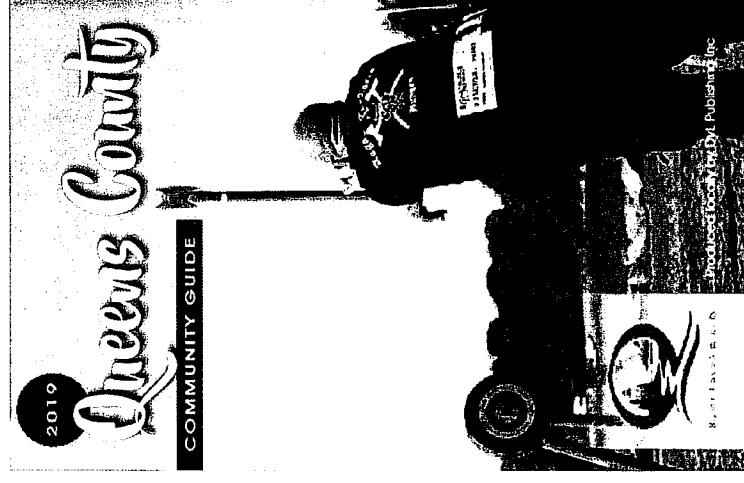
- 12 applications were received by the May 31, 2019 deadline
- 6 applications were approved for support – representing investment by owners of \$59,200
- All projects are anticipated to be completed, fully committing our \$25k budget
- Approved Projects:
 1. Liz Brown Woodcarving: exterior renovation at 3 White Point Road
 2. Ken Anthony: siding, windows, door, paint at 266-270 Main Street
 3. April Williams Hair Studio: roof, decking, planters at 709 Main Street
 4. Liverpool Adventure Outfitters: decking and shop frontage at 4003 Hwy 3
 5. The Port Grocer: windows, trim and paint at 1615 Port Medway Road
 6. Riverbank General Store and Café: signage, trim and paint at 8 Medway River Road



"This program has been amazing for the business. I have had these plans for a while when we did the addition but couldn't afford to finish. This has allowed me to complete my vision. I have had so many comments on having accessibility I'm so happy I was finally able to do this for my clients."
April Williams – April Williams Hair Studio

Visitor/Community Guide

- 2019 Visitor Guide
 - DvL Publishing
 - 6000 guides printed and distributed
- 2020 Visitor Guide
 - Branding
 - New content



Advertising

EMPA

 The Official Municipal Election System

 2019

Make Queens part of your

 every day life.

 CELEBRATING THE 29th

 ANNUAL HANK SNOW

 TRIBUTE

 with a Grand Tour

www.queens.ca

Adventure

 for everyone

 www.queens.ca

www.queens.ca

Never miss a collection

 day. Take the guess-

 work out of it.

 If you don't have a

 smart phone or

 computer, you can

 receive reminders by phone.

 Call 902-344-3455 to find out how.

R6RECYCLES

What? Where? When?

Google Play App Store

Congratulations

 to Business Award recipients

With many outstanding businesses in Laval and the Greater Montreal Area, the winners of the 2018 Quebec Business Excellence Awards. We are especially proud of Memorial, Call, L'Impression, and Belliveau. Quebec Inc. who is a winner for continued success in Montreal and throughout the province.

www.queens.ca

ADOPT A HIGHWAY

Help your business, that Adopt-A-Highway group, help clean up the province.

There are 9 Queens County groups in the Adopt-A-Highway program. In 2018, these groups removed 2,677 tonnes of litter from roadways in Queens.

Volunteers commit to twice yearly highway cleanups (interchange) for a 3 year period.

To Adopt A Highway, email rah@queens.ca or call 902-943-9467.

Keep Queens Clean

Questions? Contact 902-354-3455 or refer to <https://www.regionofqueens.com/municipal-services/works/waste-management/overview>

CELEBRATE CHRISTMAS WITH OUR COMMUNITY

Come back to a time of candlelight songs and the true spirit of Christmas. Join us on a candlelit journey from tree lighting at 6:00pm to the presentation of the Snowflake Book courtesy of the South Queens Chamber of Commerce. A full weekend of events culminate with the 10th Annual Cleopatra Freighters from Snowflake to the Snowflake at 6pm Sunday. Check details at...

QUEENS

www.queens.ca

EMEREA

CELEBRATE CANADA DAY

CELEBRATE CANADA DAY

 in Willowton

For a listing of events visit www.queens.ca

Canada Day

QUEENS PLACE 03.07.2019

 LIVERPOOL, NOVA SCOTIA

Schedule of Events:

10:00-12:00pm: Parade

 12:00-1:00pm: Lunch

 1:00-2:00pm: Concert

For a listing of events visit www.queens.ca

#itshappeninghere

ANIGHT OF CLASSIC ROCK

 WITH MORE WHISKY & WHISKY

SUNDAY, AUGUST 25, 2019

 QUEENS PLACE

HANK SNOW TRIBUTE

 August 15th, 2019


 Hospitalis

 NO. 29

Internet

- TVWS Project has wound down.
- North Queens wireless project still expanding. From the fibre-fed pole on Telfer Hill, NCS Network is building out a network of repeater sites, gaining increasing coverage. 15Mbps download for \$49/month.
- Fibre roll out plans in place for Phases 1 and 2. Still awaiting Develop Nova Scotia plans to disburse \$200M.
- Working with Colin Mudle, volunteer, scoping potential wireless projects in three other areas of the county: Port Joli/Port L'Hebert; Molega; and Medway River Road. Scoping potential only at this stage!

Gateway Project

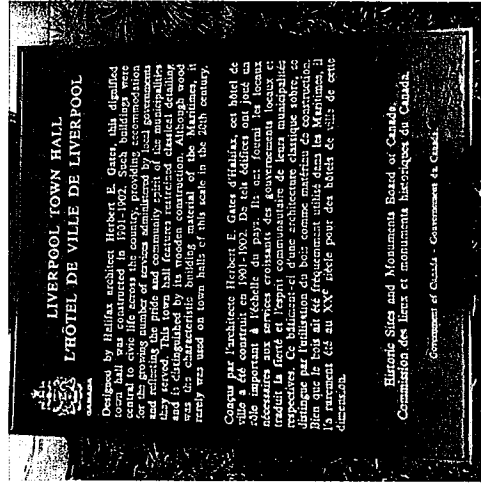
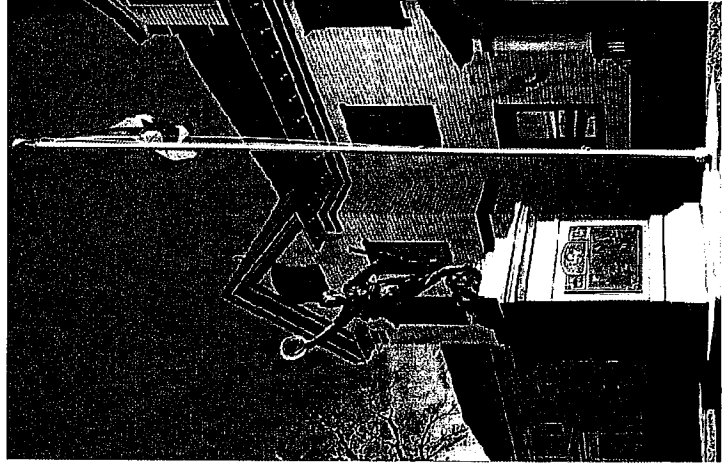
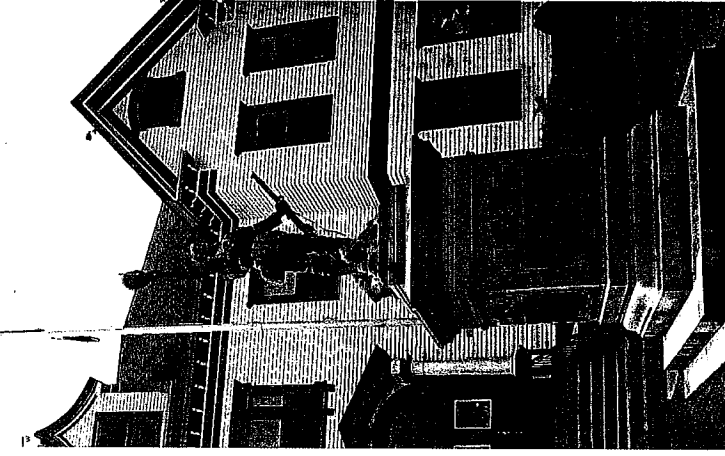
- Application to ACOA on behalf of North Queens Board of Trade, in collaboration with Parks Canada, to develop Caledonia as a service area to the National Park.
 - Application to develop a community plan, asset map, market research and promotional materials.
 - Aim to increase 'stopping power' of local business and amenities, to the 65,000 annual visitors to Kejimikujik.
 - Aim to promote Highways #103, #3, and #8 as the 'preferred route' to Kejimikujik.
 - Aim to develop the Gateway Community as a destination in its own right.
- 

Summer Ambassador

- For the 2019 season, we engaged Aethne Hinchliffe for an 8-week term, July 1 to August 25. We had three main tasks for the position:
 - Contribute the public engagement around the branding project, The Big Q.
 - Assist with re-invigorating the Liverpool VIC Facebook group, and development of the RQM Instagram channel.
 - Gather content and populate the ShowMe Maps application for use as a self-serve visitor information kiosk.
- In addition to these, were the regular tasks of visiting and documenting events, using media channels to promote and publicize activities, and adding to our digital assets repository.
- Aethne did a great job in a concentrated period of time, and we thank her for her efforts.

Town Hall Arts & Cultural Centre

- Management and operation
- Monument cleaning
- Sign update



Christmas

■ Christmas on the Mersey

■ Trees in the Park

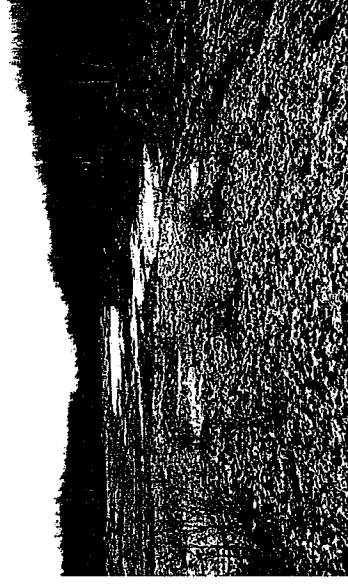
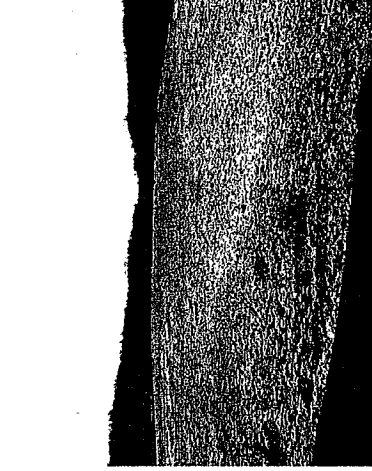
■ Wreaths

■ Going forward



South Shore Regional Airport

- Meeting with other municipally-owned airports
- Fuel
- Brush clearing
- Amendment to Lease
- Use of the airport



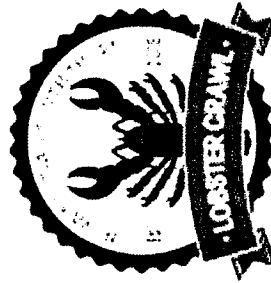
Workshops and Programs

- Events Nova Scotia Workshop
- Tourism Experience Development Workshop
- Redefining Retirement program
- Mash Up Weekend



Regional Initiatives

- South Shore Business Summit
- Ag Day
- South Shore Expo
- South Shore Tourism Co-op



FRESH OFF THE WHARF
ON NOVA SCOTIA'S
SOUTH SHORE
FEBRUARY 2020

Agriculture Day

Small Farm, Big Impact

8:30am - 10:00am	Registration
9:00am - 9:15am	Welcoming Address by MLA Hugh Mackay with introductions by Warren Webster
9:15am - 10:00am	Speaker: Gerald Greenberg, Advocate Acres
10:00am - 10:30am	Climate Change Awareness Presentation
10:30am - 10:45am	Speaker: Jack Ellis, Director of Agriculture
10:45am - 11:00am	Colleen & Trudislove (Farm)
11:00am - 11:30am	Marketing Breakout Sessions - Choose one to attend: John Murray Ag Business Farm Market Trends Farm Succession
11:30am - 12:20pm	Lunch (Brunches A, B, C & Trudislove (Farm))
12:20pm - 1:00pm	Introduction to Nova Scotia Agri-Advisors Paul & Beth - Loggion Farms
1:00pm - 1:30pm	Afternoon Breakout Sessions - Choose one to attend: Session 1: Policy Issues 410 (Can) Session 2: David & Jan Greenberg Angus Graham Farm Greenhouse Media All 1000m
2:00pm - 2:15pm	Colleen and Trudislove (Farm) Farming and Exporting Ag Business Farm Succession Farm Grants

Saturday March 16th, 2019
 8:30am - 3:30pm
 at the
 Oak Island Resort & Conference Centre

- Welcome -

RAISING SALES 2019
 South Shore Business Summit

South Shore
EXPO
 Home Short Travel

May 2-3, 2020

3 GREAT SHOWS
 ONE LOCATION

WHAT'S NEXT?

- Ongoing projects
- New projects
- Economic Development Strategy
 - What's our vision?
 - A place where people want to live!
 - What are the outcomes we want?
 - Attract and Retain People & Investment
 - Increase Entrepreneurship
 - Sustainable, diversified economy
 - Strong arts and cultural community
 - Strong business community



QUESTIONS

QUESTIONS OR COMMENTS?

