

Dept. of
Community
Development

October 28th

2016

MONTHLY ACTIVITY REPORT

Community Development
Economic Development
Recreation
Active Living
Tourism

MONTHLY REPORT OCTOBER 2016	COMMUNITY DEVELOPMENT ADMINISTRATION Director- PAM DOUCET
Director of Community Development tasks	New Activities
Administration	<ul style="list-style-type: none"> • Member of Sr. Management Team • Preparation of annual budgets • Monitoring of annual budgets • Holding regular staff meetings with Community Development staff • HR management for department (ex: staff replacement, resource allocation)
Committees-Internal	<p>GRAN FONDO Baie Sainte-Marie</p> <ul style="list-style-type: none"> • Chairperson of organizing committee and Finance Coordinator (organizing and chairing meetings, managing budget, sponsorships and securing financing) <ul style="list-style-type: none"> ○ 871 registrations, 1026 participants (includes volunteers and extras) <p>Municipal Communications committee</p> <ul style="list-style-type: none"> • Member of committee that is working towards enhancing website content, internal & external communications
Committees-External	<p>Comité d'exploration des options des écoles élémentaires de Clare</p> <ul style="list-style-type: none"> • Non-voting Member of committee exploring options for Clare elementary schools. First meeting scheduled for November 8th.
Supporting regional infrastructure-	<p>Centre des anciens combattants de Clare</p> <ul style="list-style-type: none"> • Renovations on-going as per funding obtained through Canada CIP fund. Projected completion date of May 2016 has been extended to March 31, 2017 order to complete locksmithing, and signage <ul style="list-style-type: none"> ○ NEW project component: renovate washrooms and purchase and install LED outdoor sign. Application submitted to ACOA for these substantive changes- awaiting approval of amendment.. • Project application completed and submitted to Province of NS through CCH Community Facilities Improvement Program for washroom renovations-FUNDING DECLINED but asked to re-submit through Regional Development Grant program <p>CIFA Building/ "HUB CULTUREL"</p> <ul style="list-style-type: none"> • Oversee lease negotiations for tenants entering building (non-profits with cultural/community component); tenants include CIFA, EMO, Société acadienne de Clare, Transport de Clare, Festival acadien de Clare (with space available for FRAP, Acadiens Métis-Souriquois and others), anticipated Dec 1/16- Le Courrier de la Nouvelle-Écosse • Application to be submitted to ACOA for project funding (50%) • Working with graphics person on illustrated concept for proposed exterior changes to building. <ul style="list-style-type: none"> ○ Meeting planned with CCH in November to discuss Province's possible financial participation.
Other duties	<ul style="list-style-type: none"> • Acting CAO during CAO's absences (resident/stakeholder inquiries, attendance at meetings where required)
ELECTION 2016	<p>Returning Officer for 2016 Municipal and School Board Elections</p> <ul style="list-style-type: none"> • Election held October 15th, 2016 (Municipal council and CSAP board members*) <ul style="list-style-type: none"> ○ Overall participation rate 47.5% (64% in Districts with a councilor election) ○ New council sworn in October 26th, 2016 ○ *Portion of election expenses to be billed back to CSAP

MONTHLY REPORT OCTOBER 2016	ECONOMIC DEVELOPMENT SERVICES Economic Development Officer- PAM DOUCET
Objective from Economic Development Master Plan	Activities
Development and promotion of the ecoparc	<ul style="list-style-type: none"> • On-going site-related activities include coordination of general maintenance, electricity consumption reports and other activities as required. • Lease finalized with future tenant for Recycling Centre building; Clare Machine Works effective December 1/16 • Ecoparc “Edmond M Comeau” building (main office) needs repair. Tenders/Specifications currently being prepared. • WREN FAST FACT SHEET- now available • RFP to be prepared in Fall/Winter 2016-2017 for site use. WREN has been approached to assist with RFP.
Collaboration with the Regional Enterprise Network (REN)	<ul style="list-style-type: none"> • Working with WREN to identify BRE clients. • Attending quarterly Western economic developers network meetings. • Partnering of initiative to identify gaps in high speed internet in an effort to find solutions as member of Rural Internet Sector Table. • Member of EDNNS (Economic Developers Network of NS) <ul style="list-style-type: none"> ○ Fall/Winter (Dec 2016) meeting to be hosted in Clare.
Buy local/go global campaign	<ul style="list-style-type: none"> • Continued relationship with Chambre de commerce includes participating in monthly breakfast board meeting, preparation of correspondence and minute taking. Currently sit on executive of board as Board Secretary. • Magasiner à la Baie 2016 campaign planned for early December
Attracting immigrants and immigrant entrepreneurs	<ul style="list-style-type: none"> • Working with private sector and NS Works to identify
Developing Université Sainte-Anne opportunities	<ul style="list-style-type: none"> • Electric car charging station has been purchased and installed at Université Sainte-Anne. Working with communications officer on promotion of site; Press release issued by USA Oct 28/16
Fostering home-based employment	<ul style="list-style-type: none"> • (identification of gaps in high-speed internet related to this initiative)
Supporting the forestry sector	<ul style="list-style-type: none"> • On-going discussions with local investors regarding re-opening of sawmill. Held several meetings with provincial government regarding security of supply. • Hosted interested parties on site.
Fostering renewable energy	<ul style="list-style-type: none"> • See above re:Electric car charging station
Other	<ul style="list-style-type: none"> • Seeking solutions for broadband in community

Recreation Services Recreation
Manager- ANDREA GAUDET Monthly
Report October 2016

ACTIVITIES COMPLETED

- Gran Fondo Baie Sainte Marie 2016-was held on September 5. 835 cyclist participated in this second annual event and there were 114 volunteer filling 17 - volunteer positions.
- Canadian Tire Jumpstart program: 18 applications for Clare residents were received this fall/winter application period totalling \$4,500.00 in requested aid.
- Ball field maintenance: bush hogging was done at the ESDC and EJMG ball field.

UPCOMING AND ONGOING ACTIVITIES

- Patates ActiYes-Tills after school program for adolescent girls takes place every Thursday at ESDC and is free of charge.
- Girls Hockey-Plus free week program for girls grades 3-8 takes place on Wednesdays from 4:00 - 5:30 p.m.
- Adult Skate-Plus program for adults and seniors starts on Tuesday, October 4th.
- Badminton - Plus adult program starts on Monday, October 10th
- Journee Pedagogique-there will be a free swim and skate on Friday, October 8th
- Gran Fondo Baie Sainte-Marie 1017: committee meeting frequently to plan plus bike event scheduled for September 5, 2016.

SUPPORT TO COMMUNITY GROUPS

- Assisted local billiards group looking for a facility
- Jeux de l'Acadie 2016 - assisting in the planning and organising of the regional games.

GROUPS :

- Jeux de l'Acadie 2016 - personne ressources
- Ecole secondaire de Clare-Comite Ecole Consultatifs - member
- Gran Fondo Baie Sainte-Marie-Volunteer Chair
- Alley Recreation Coordinator and Directors Assoc. (VRDCA): Vice President
- Jumpstart - Canadian Tire South West Committee-member.
- Clare Minor Soccer: resource person

GRANT

- Aclien Deveau has submitted all application for the Coaching and Officiating Development Grant and received \$100 in funding to assist him with the expenses of attending a hockey referee course held in Yarmouth.
- L'Association Madelaine LeBlanc has submitted an application for the Community Recreation Assistance Program and received \$500 in funding to assist with the cost to organise activities to celebrate the 100th anniversary for the women's right to vote.

Recreation Services

Active Living Coordinator- RÉANNE TITUS

Monthly Report October 2016

Activities completed

- Gran Fondo Baie Sainte-Marie: Coordinated use of equipment during the event on September 24th & 25th.
- Learn to Fondo: The program held its last session on September 22nd. All seven participants completed the program successfully & participated in the Gran Fondo Baie Sainte-Marie.
- Marathon Baie Sainte-Marie: Aided in coordination of Mini-Marathon for children ages 5 to 12 on October 15th. Twenty kids participated in the event to celebrate their teachers and to highlight team work in the relay race.

Upcoming and Ongoing Activities

- Actifs après l'école: The school-based after school program has resumed in three of four elementary schools. Trysten Deveau coordinates the program at École Saint-Albert, André-Michel McCauley coordinates the program at École Jean Marie-Gay & Tiffany Saulnier coordinates the program at École Joseph Dugas. All three schools show great interest in the program; the number of participants varies from 8 to 14 throughout the schools.
- Facility Access: The free swim sessions have begun as of October 8th & the free skate sessions have begun as of October 9th. Participation varies from 30 to 60 participants each week at both sessions.
- Soyons Actifs: The off-site after school program resumed on October 3rd. The first session was held at the pool and the second at the rink. Participation ranges from 50 to 60 youth, plus some parents and/or guardians. We continue to offer a school bus for transportation to the program from all four elementary schools; there has been roughly 40 to 45 children using this service each week.
- Strategic Plan: An email received from Mike Trinacity on October 18th indicated that the citizen survey will take place in our region over the next few months; more details to come on that subject. The data collected from this survey is highly important for the renewal of the Strategic Plan.
- Winter Newsletter: A detailed list of winter activities is underway in order for them to be included in the upcoming Winter newsletter.

Groups

- Gran Fondo Baie Sainte-Marie – Equipment Coordinator
- Marathon Baie Sainte-Marie – Committee member
- Rails to Trails Association – Recording secretary
- AMANS/UNSM Wellness Program – Municipal Wellness Leader

Valley Active Communities Committee (VACC) – Member

Activities completed

- Gran Fondo Baie Sainte-Marie: Coordinated use of equipment during the event on September 24th & 25th.
- Learn to Fondo: The program held its last session on September 22nd. All seven participants completed the program successfully & participated in the Gran Fondo Baie Sainte-Marie.
- Marathon Baie Sainte-Marie: Aided in coordination of Mini-Marathon for children ages 5 to 12 on October 15th. Twenty kids participated in the event to celebrate their teachers and to highlight team work in the relay race.

1. CLARETOURISMMARKETINGPROJECTS:

A) Clare/BaieSainte-MarieVisitors'Guide:

- Guides arrived on April 12th. Distributed 15,700 of 17,500 as of October 28. Mailed to every Clare household.
- Clare tear-off map distributed in Clare. 4500 of 5000 distributed as of Oct. 28.
- Preparing ad sales sheet and new content for 2017 Guide.

B) SocialMedia: Larry posts regularly on the following three channels:

Facebook: [baiesaintemarietourisme](#) 1,423 Facebook Likes (+1 since Sept 16)

Instagram: @baiesaintemarie. 539 Followers (+27 since Sept 16).

Twitter: @BaieSainteMarie. 420 Followers (+6 since Sept 16).

C) Tourismwebsite: <http://baiesaintemarie.ca/> Updating festival and event dates for 2017.

D) TourismE-Newsletter: Started an E-newsletter in June. Emailed weekly newsletter to 70+ industry contacts of Clare activities/events having tourist focus, from June to Sept. Adding sign up form on website.

E) Tradeshows: no new updates.

E) BienvenueenClareBanners: Banners were taken down by Larry Spinney in late Sept.

F) TravelMedia: - Following up with travel media met at the TMAC Conference in Cape Breton June 22-24.

G) Mun. ClareCommunicationsCommittee - Working w/Nyna Cropas to streamline online calendar.

H) 2017 Doers&DreamersGuides

- Coordinating sales of ads for Clare co-op pages (1 ENG, 1 FRA) and layout/design of pages
- Submitted updates to Clare content for the 2017 lure pages

2. CLAREPRODUCT.EXPERIENCEANDEVENTDEVELOPMENT:

A) Beaux VendredisSeafoodSuppers

- Coordinated booking of musicians for Musique de la Baie; plan to review MOU with Pam/Stephane

B) LePetitBoisInterpretiveTrail

- Lighthouse exterior completed. Proofed interpretive panels for interior, to be installed in mid-November.
- Coordinating website updates and map-brochure. Added Church Point Lighthouse on Trip Advisor.
- Researching grants to cost-share student for lighthouse & lead an intertidal experience for Summer 2017.

C) CapeSt.MarysLighthouseMunicipalPark

- The \$77,000 Capital Project will start following a 3 month transfer period once designated as a Heritage Lighthouse. Project will start in Spring 2017.
- Preparing a Concept paper to ICF/ACOA to leverage 77K. Components include: viewing scope, benches, picnic tables, interpretive panels, welcome sign, lost at sea monument enhancements...

D) Canada 2017 (150th Anniversary)FoundingFamiliesExhibit.

- Denise Saulnier is currently in the research phase of exhibit content and planning.

F) BelliveauCoveRe-DevelopmentProject: Belliveau boat no longer part of project. BCDC may consider a smaller C.I.P. application for park enhancements.

3) GRANFONDOBAIESAINTE-MARIE - MARKETING COORDINATOR ACTIVITIES

- Added Finish Line photos and other photos/blog posts to GFBSM Facebook page
- Added several Media articles and blog posts on GF website:
ENG: <http://granfondobaiesaintemarie.ca/en/about/media>
FRA: <http://granfondobaiesaintemarie.ca/a-propos/medias>
- Added Facebook testimonials on GF website:
ENG: <http://granfondobaiesaintemarie.ca/en/about/testimonials>
FRA: <http://granfondobaiesaintemarie.ca/a-propos/temoignages>
- Emailed online STEAM survey to 835 participants with 354 completions (42.4%) as of Oct. 28.
- Assembling video clips on USBs to send to Gillian/The Local Traveler to create 2017 promo videos
- On Saturday, Oct. 22, presented a 30 minute powerpoint as keynote lunch speaker at NS Bike Summit in Pictou to 35 participants. Was well-received with some planning to attend 2017 Gran Fondo BSM.
News article: <http://www.ngnews.ca/News/Local/2016-10-22/article-4669820/Provincial-cycling-summit-held-in-Pictou/1>
- Shared images and info with Sandra Phinney for upcoming article in LocalXpress in Nov.
- Mapping out draft routes for Super Gran and a revised Gran route for discussion at committee
- Updating website e.g. prep usb w/ images for Liam, add google map (claim Clare Veterans Centre listing)
- Start adding 2017 dates and event info (once new routes approved) to free online calendars e.g. GranFondoGuide, NS Tourism...

4. REGIONALTOURISMPARTNERSHIPS:

A) Digby WharfRatRally/ClarePokerRun - now a 1 day event on Friday, Sept 2.

- Prize list added to website: <http://baiesaintemarie.ca/en/acadian-shore-poker-run/>
- There were 89 total participants on Friday, Sept. 2, including 31 from outside Nova Scotia.
- Guy LeBlanc stepping down from WRR Board. Looking for a Clare replacement; will approach Andre Valotaire

5. RENDEZ-VOUSDELABAIEVISITORCENTREOPERATIONS

A) VisitorInformationCentre.

- Fall hours in effect starting on Monday, August 29: Mon.-Fri.: 8:30 am – 4:30 pm; Sat,-Sun.: closed.
- 3897 total visitors as of end of September.

B) Acadian InterpretiveCentre/Museum

- Denis has given several tours to mini-camps and immersion groups.
- Partnered with Le Centre acadien re: a cost-share summer student to refresh exhibits.
- Music panel update and Paul Comeau memorial panel to be added in November.

C) Brochureredesign:

- Coordinating new brochure to include new logo, newer images, Lisa T Café, Acadian Odyssey Monument, Le Centre Acadien, and Le Petit Bois.

D) VIC&ProgrammingManagerposition(April1–October31):

- Denis Comeau will be retiring when his term ends on October 31.
- Preparing advertisement and task list for position.