

**SPECIAL MEETING OF COUNCIL
TUESDAY AUGUST 2, 2016 AT 7:00 P.M.
COUNCIL CHAMBERS, TOWN HALL**

In attendance were Mayor John Higham, Councillors Bruce Phinney, Allison Butcher, Ron Aiken, Andrew Black, Bill Evans, Megan Mitton and Michael Tower. Also in attendance were CAO Phil Handrahan, Clerk Donna Beal, Treasurer Michael Beal, Senior Manager of Corporate Projects Jamie Burke, Manager of Recreation, Programs and Events Matt Pryde, Manager of Tourism & Business Development Ron Kelly-Spurles, and Town Engineer Dwayne Acton.

Mayor John Higham called the meeting to order.

MOVED BY COUNCILLOR RON AIKEN AND SECONDED BY COUNCILLOR
BRUCE PHINNEY THAT COUNCIL APPROVE THE AGENDA AS CIRCULATED.
MOTION CARRIED.

Public Special Meeting of Council, Public Reports and Staff Reports – 7:00 p.m.

Farmer’s Market Presentation

Michael Freeman Market Manager of Farmer’s Market gave a presentation to Council outlining some of their objectives and their Mission to promote and create local food systems and build community through the operation of a non-profit, cooperatively managed farmers market in Sackville. With regard to Economic & Social Impact, it was noted that they are a platform for local businesses and not for profit groups to reach public with very low overhead cost. More than a dozen community groups used market for outreach, publicity and fundraising. Also programs and partnerships are also a focus point as well as food security through fundraisers. The Organization has one part-time staff with responsibilities such as logistics, fire and wind safety, handling vendor inquiries and much more. Finances in 2015; 70% funded by vendor fees, 30% grants. 2016; 98% funded by vendor and membership fees, 2% by operational grant from the Town of Sackville. Mayor Higham thanked them for their presentation and up-date on their Organization.

Deep Well Pump #2

Town Engineer Dwayne Acton noted that at the WTP we currently have three deep wells, of which two were established in early 1980’s. Well number three is a new well brought on line in 2015, however, the two old wells from the 1980’s we have replaced the pump in Well house #1 in approximately 2010. However, the pump for deep well Pump #2 was likely the original pump from 1980’s and has recently been identified as starting to fail due to a reduction in the capacity of flow that it is providing to the WTP. After consultation with Eastern Well Drillers it was determined that the pump needed to be pulled for further investigation as to the potential issues with the pump. After the pump was pulled (refer to attached picture of pump and piping) it was determined that the pump has completely worn out and needs to be replaced. As per the attached letter from Eastern Well Drillers, it is recommended that the pump be upgraded to a new Berkeley 2 stage submersible turbine pump and Franklin motor due to their reliability and availability of replacement parts if required in the future. As part of the new installation there will be new 4” PVC discharge piping required as the old galvanized metal pipe besides not meeting code is corroding and starting to fail which will cause us problems in the future.

Required work is as follows:

Eastern Well drillers supply install ne pump, motor, cable discharge piping, etc.	\$19,420.00
Veolia 10 % markup	\$1,942.00
Veolia's labour on whole project	\$2,025.00
HST @ 15%	<u>\$3,508.05</u>
Total cost for project	\$26,895.05

Budget for 2016		
General Capital	Water Treatment Plant Upgrades	\$50,000.00
Operating Budget	Maintenance at Water Treatment Plant	<u>\$10,000.00</u>
Total		\$60,000.00

Current and Planned Expenses for 2016	\$55,156.35
Total Budget for 2016	<u>\$60,000.00</u>
Difference	\$4,843.65

A motion will be brought forward at the August 8, 2016 for Council to consider.

Bordertown Festival Event Report

Manager of Tourism & Business Development noted that The Town of Sackville presented the second annual Bordertown Festival, a four-day celebration of art, music, and hospitality, from April 28 – May 1, 2016. Bordertown offers a sample of Sackville's many festivals, art galleries, local businesses, and restaurants. The Festival is intended to give local arts and culture groups and venues the opportunity to present a sample of what they do, in one weekend, early in the spring. Collaboration is encouraged. The idea is that this will bring people from outside of Town to sample several events in a short time period, and that they will then come back for more. We also want visitors to eat and stay here, and spend their money here too. Bordertown collaborated with nineteen local presenter groups and venues. Calls went out via facebook, advertisements in the Sackville Tribune Post, posters, and meetings to recruit partners. The Town was open and interested in collaborating with any group from Town. Attendance varied by event and venue, but estimates were that between 25% and 50% of attendees were from out of Town. The total number of attendees is estimated to be approximately 1100 people. Overall the Festival was very successful from this perspective. With a large number of partners, and also managing several events directly, the Department was successful in creating a well coordinated and professionally presented Festival. There were, however, aspects that will need to be addressed if there are future editions of the Festival. More attention needs to be paid to new participants, and promotions must be formulated to ensure that everyone is represented equitably. More direct face to face communications during the process should alleviate both of these issues. It is difficult to gage the exact economic impact on the community, but there are some metrics available. From the post-mortem survey that was conducted, and from speaking with partners, the majority of businesses who participated directly had a very positive economic experience. One venue indicated a 75% increase in attendance versus a typical weekend around that time of year. One restaurant indicated a more modest 10 – 15% increase over a usual weekend. Most businesses would fall

somewhere in between, and no one reported that the weekend was less successful or brought in less business than a typical weekend around that time of year.

Due to the nature of any festival, were some events will be larger or more popular than other events, some presenters and venues had more success than others. This year a program called “Bordertown Bucks” was introduced. This program allowed people to buy \$20 worth of “Bucks” for \$15. The Town covered the additional \$5. The Bucks could then be redeemed at participating restaurants. Ten restaurants participated in this promotion, and \$316 of Bordertown Bucks were redeemed. It should be noted that as with all aspects of Bordertown, all restaurants in Town were given the opportunity to participate in this program. The total budget approved for the 2016 edition of the Festival in the Town’s budget was \$10,000. This money was meant to offset expenses by presenters and venues which would allow them to bring in larger/more popular groups and possibly take a risk on someone who would draw more people to Town. The Town also presented three concerts, a fine arts workshop, and performers at the Sackville Farmers Market. The total amount spent from this budget was \$9549. The Bordertown advertising budget comes out of the general Department of Tourism and Business Development advertising budget. The total amount spent on Bordertown advertising was \$6093. Partners are unanimous in the opinion that if we are going to the Festival, we need to promote it properly. A brochure was also printed for Bordertown. The brochure and poster were distributed to promote the Festival all around the region (including Moncton), and also to selected locations in Truro, Halifax, and Fredericton. The brochure was used as a program for the Festival and handed out at all events. The cost of the brochure was \$1885.

In summary, the total expenditures by the Town towards the Festival were:

Programming (including subventions to partners)	\$9549
Publicity (from the Department’s Publicity budget)	\$6093
Brochures (from the Department’s brochure budget)	\$1885
Bordertown Bucks (from the Department’s Business Development Budget)	<u>\$61</u>
Total expenditures	\$17,588

Informal discussions have been held with many partners since the Festival ended. As well, all partners were invited to participate in a Survey monkey pole consisting of ten questions. The partners were generally in favour of keeping the Festival around the same time, or possibly moving it a bit later in May or early June. The possibility of attendees being able to be outdoors was a common theme, indicating we should probably move it a bit later in the season. This would also work better for the Department which is very busy in early May with trade shows and the opening of the Visitor Information Centre. Early discussions (well in advance of the Festival) and ongoing communication between the Town and partners (and among partners) would be an important part of any future edition. The necessity of lining up at least one large, well-known headliner was also a common theme. More concrete metrics to measure the success of the Festival would be useful, and with this in mind we would look to partnering with a Mount Allison Commerce student to study the economic impact of a future edition of the Festival. Although a commitment for another edition of the Festival cannot be made until budgets are approved later in the year, staff strongly supports the idea of a third edition of the Bordertown Festival.

Street Closure – Pride Parade

Manager of Recreation Programs & Events Matt Pryde noted that The Rainbow Flag is a symbol of lesbian, gay, bisexual, and transgender (LGBT) pride and LGBT social movements. It represents equity for all, regardless of sexual preference or identification. On October 6, 2015, the Town of Sackville, the Mount Allison Students’ Union and the Sackville/Amherst Chapter of

PFLAG hosted the first Pride Parade in Sackville. The parade materialized after many years of Mayor and Council showing their support during Pride Week by raising the Rainbow Flag at Town Hall. This year, the Pride Parade is set to take place on Thursday, September 22, 2016. Similar to last year, the Rainbow Flag will be raised on the Mount Allison campus and at Sackville Town Hall. Speeches will take place at Mount Allison, which will be followed by the parade down York Street/Main Street, where a second flag will be quickly raised in front of Town Hall. The march will then continue by turning back up Main Street to finish at the Bill Johnstone Park where a celebration with music and food will take place. To accommodate the event, the parade route will need to be closed briefly – from York Street from Salem Street to Main Street, as well as Main Street from York Street to Town Hall - from approximately 5:45-6:00pm on September 22, 2016 to accommodate the Second Annual Sackville Pride Parade. A motion will be brought forward at the Regular Council Meeting of August 8, 2016 for Council to consider.

Request for Noise By-Law Exemption

Town Clerk Donna Beal noted that The Town of Sackville received a letter from Bowers' Construction Ltd., requesting an exemption to the Town of Sackville's Noise By-Law from 6:00 a.m. until 7:00 a.m. Monday to Friday during the 2016 construction season. The Bowser letter outlined measures that have been taken to rectify noise concerns to date and a follow-up by the By-Law Department to verify these measures took place on several occasions. From these follow-ups and research by the By-Law Officer a staff recommendation was prepared and reviewed by the Policy/By-Law Liaison Meeting. The meeting discussed this issue and supports the recommendation of staff not to allow the exemption to the By-Law. Treasurer Mike Beal gave provided back ground on this situation.

UMNB Annual Conference

Town Clerk Donna Beal noted that each year, Councillors have the opportunity to attend the Annual UMNB Conference. This year the conference is being held from September 30th to October 2, 2016 in Fredericton, NB. This year the following Councillors have showed interest in attending the conference and registration forms have been completed: Mayor John Higham, Deputy Mayor Joyce O'Neil, Councillors Bruce Phinney, Allison Butcher, Ron Aiken, and Michael Tower. A motion will be brought forward at the Regular Council Meeting of August 8, 2016 for Council to consider.

Assumption of Roadway (Burman Street extension of Meadow Lane)

Town Engineer Dwayne Acton noted that as part of the Subdivision By-Law number 194 it is required that the Town of Sackville assent to the final subdivision plan of a new subdivision and that council agrees to the assumption of the portion of the roadway that is part of a new subdivision such as Kenridge Subdivision. As part of the new Kenridge Park Subdivision within the Town of Sackville council has agreed to enter into a Subdivision Development agreement between the Town of Sackville and Beale and Inch Construction Ltd. Under this development agreement the requirements of the roadway, all utilities including power and LPP had to be completed to the town of Sackville standard specifications and as per the development agreement. As Beale and Inch Construction limit have meet all aspects of the Subdivision development agreement we have issued the certificate of Provisional acceptance and are prepared for council to assume responsibility of the new roadways as part of this phase 1 of this subdivision known as the extension of Meadow Lane and Burman Street as per Phase 1 of the

Kenridge Park Subdivision Unit 1, Phase 1 of 2. A motion will be brought forward at the Regular Council Meeting of August 8, 2016 for Council to consider.

MOVED BY COUNCILLOR MICHAEL TOWER AND SECONDED BY
COUNCILLOR BRUCE PHINNEY THAT COUNCIL ADJOURN THE SPECIAL MEETING
OF COUNCIL OF AUGUST 2, 2016 AND MOVE INTO THE CLOSED IN-CAMERA.