

Sackville

NEW BRUNSWICK

2021 ANNUAL REPORT



sackville.com

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FOREWORD

This annual report is prepared pursuant to Section 105 of the Local Governance Act, and Regulation 2018-54. The intent of the annual report is to provide information to residents and increase the accountability and transparency of the local government.

This Report contains general information about The Town of Sackville, such as its population; tax base; tax rate and user charges, as well as more detailed information regarding Town council, the provision of grants, and the types and cost of the services provided.

MESSAGE FROM THE MAYOR

As Mayor of the Town of Sackville, I am pleased to provide the Town's fourth Annual Report.

The year 2021 brought with it challenges and the beginning of a process that will see our community become part of a larger community. The Town continues to be fiscally responsible and has advanced several infrastructure projects.

The pandemic challenged staff in finding ways to deliver our many services that our community has come to expect and appreciate over the years. I am so grateful for the staff's efforts in keeping us safe and helping us feel as much as a community as possible as we faced the many COVID protocols. The addition of a Climate Change Committee to the Town's corporate committee structure in 2021 will ensure our Town continues to seek out avenues to keep our impact on the climate in the forefront.



Delivery of the services we have come to depend on was top of mind in 2021 and the diversity our residents bring to the community has proven again that Sackville is a great place to live, work and play.

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1.0 COMMUNITY AT A GLANCE

Located on traditional Mi'kmaq land, settled in 1708, and incorporated in 1903, Sackville is a historic and picturesque New Brunswick town that serves as a gateway to Nova Scotia and the Tantramar Marshes.



The Town is home to Mount Allison University. Established in 1843, Mount Allison is a primarily undergraduate liberal arts university that has been ranked by MacLean's magazine as the #1 undergraduate university in the country for 20 out of the past 25 years. While the 2021 census indicates that the population of Sackville is only 6099, the population grows by an approximately 2,300 additional people during the academic year.

With annual operating budgets of over \$11.5 million in General Services and over \$2 million in Water and Sewer Services, the Town maintains a wide variety of assets that contribute the quality of life that Sackville has become known for. The local economy is driven by the university, tourism and arts and culture.

The Town is well positioned geographically. The TransCanada Highway and the main CN rail line dissect the Town, we are close to the Greater Moncton International Airport, the ports of Halifax and Saint John, and several cities.

2.0 SACKVILLE TOWN COUNCIL

The Mayor and eight councillors are elected for a four-year term. The Town's Mayor and Councillors until the May 25, 2021 election were:

Ron Aiken, Deputy Mayor
Andrew Black, Councillor
Allison Butcher, Councillor
Bill Evans, Councillor
Shawn Mesheau, Councillor
Bruce Phinney, Councillor
Michael Tower, Councillor

After the May 25 election, Mayor and Councillors were:

Shawn Mesheau, Mayor
Andrew Black, Deputy Mayor
Allison Butcher, Councillor
Sabine Deitz, Councillor
Matt Estabrooks, Councillor
Bill Evans, Councillor
Kenneth Hicks, Councillor
Bruce Phinney, Councillor
Michael Tower, Councillor

Sackville operates with a Liaison Council reporting structure, based on an established Terms of Reference. The Terms of Reference is available [here](#). The Town functions under the following service areas, as of July 12, 2021:

- Finance & Administration
Councillor Bill Evans
- Tourism & Business Development
Councillor Kenneth Hicks
- Public Property & Facilities
Councillor Matt Estabrooks
- Recreation Programs & Events
Councillor Allison Butcher
- Public Safety
Councillor Andrew Black
- Policy/By-Law
Councillor Bruce Phinney
- Personnel
Councillor Allison Butcher
- Corporate Affairs & Strategic Development
Councillor Mike Tower
- Human Resources
Councillor Sabine Deitz

A list of Boards and Committees that requires Council representation includes:

- Southeast Regional Service Commission (Mayor/Deputy Mayor)
- Sports Wall of Fame (Councillor Michael Tower and Councillor Matt Estabrooks)
- Sackville Arts Wall (Councillor Allison Butcher and Councillor Bill Evans)
- Waterfowl Park Advisory Committee (Councillor Kenneth Hicks and Deputy Mayor Andrew Black)
- Sackville BIA (Deputy Mayor Andrew Black)

For further information on our Town Council structure, or procedures of Council, please visit By-law No. 251 Respecting the Procedure and Organization of Council, which is available [here](#). The Town's Organizational Chart is available [here](#).

3.0 COUNCIL MEETINGS

Sackville Town Council meets regularly, twice each month. Our Special Council Meetings and Regular Town Council Meetings, held on the first and second Mondays of each month, are open to the public. If a Monday is a holiday, the meeting is normally held on the Tuesday. All meetings are held at the Town Hall Council Chambers at 31C Main Street with a start time of 7:00 p.m.

The Town held 29 public Council meetings in 2021.

Special Council Meetings

Our Discussion Group meetings are Special Council Meetings, which take place on the first Monday of each month. These are public meetings, and generally serve as information meetings regarding various subjects. It is often the first opportunity for an item or issue to be presented to Council and therefore, decisions are not generally made at this meeting. This allows time for



Councillors to reflect on the information and/or seek further information as necessary in order to assist in their decision making at a later date, of which normally occurs during the Regular Monthly Council meetings.

Discussion Group meetings are also open to the public to make a presentation to Council. Interested individuals / groups are asked to submit a written request to the

Clerk's Office no later than two weeks prior to the meeting date in order to be confirmed on the agenda and allow appropriate notice of the agenda.

Regular Council Meetings

The Regular Monthly Council Meeting occurs on the second Monday of the month. The Regular meeting is also a public meeting and is the opportunity for Town Council to conduct their business. During our Regular Meetings monthly departmental reports are presented and decisions of Council are addressed by way of motions.

Other Council Meetings

Town Council may also hold other Special Meetings from time to time to consider matters that require immediate attention and/or a decision. With the exception of Emergency meetings, all Special Meetings are advertised 48 hours in advance via local media, as well as through the Town's social media venues. All Special Meetings are held in the Town Hall Council Chambers at 31C Main Street unless otherwise noted.

In accordance with subsections 68 (1), (2) and (3) of the Local Governance Act, Town Council may go "In Camera" for confidential purposes to discuss matters that are legal, human resources, or property related in nature, as well as those that pertain to a third-party agreement.

Communication of Council Meetings and Decisions

All council meeting dates are posted at Town Hall. In addition, audio recording of our Special Council Meetings and video recordings of the Regular Council Meetings are both posted on the Town's website following the meetings. Regular Council Meetings are also televised on Eastlink TV.

The agenda for our Special Council Meeting and a complete Council package for our Regular Meetings are posted the Thursday preceding the meeting date.

Motions are tweeted as they are approved during Regular Meetings, and a complete list of approved motions is included in the Town's Monthly Newsletter.

Council Attendance

A Council Meeting Attendance Report, which includes Liaison Council Meetings attendance, is posted on the Town's website monthly and is available [here](#).

4.0 COUNCIL MEETING MINUTES

All Council meeting minutes are posted on the Town’s website after they are adopted. A complete list of meeting minutes and archives of previous meeting minutes are available [here](#).

5.0 RENUMERATION OF COUNCIL

The salary scales for the Mayor, Council and Town staff is posted on the Town’s website and is available [here](#). Furthermore, a Council expense report is posted on the website monthly. The Report is available [here](#).

6.0 CORPORATE DOCUMENTS AND BY-LAWS

A complete list of corporate documents and By-laws are available on the Town’s website.

6.1 Corporate Documents

Various corporate documents are added to a publicly available and easily accessible list on the corporate website as they are approved by Council. From time to time, draft documents are also made available.

The Town’s Strategic Plan, adopted in 2017, sets the general direction for the corporation over a 5-year term. A copy of the Strategic Plan is available [here](#).

6.2 Town By-laws

All By-laws are posted on the Town’s website. This includes all new By-laws, as well as amendments. Notices pertaining to the adoption process are also posted on the corporate website. To view the complete list of Town By-laws, please click [here](#).

7.0 PROPERTY TAX RATE, USER CHARGES and FACILITY RENTAL RATES

PLEASE NOTE – AT TIME OF POSTING THE TOWN’S 2021 AUDIT HAS NOT BEEN COMPLETED. NUMBERS BELOW IN SECTIONS 7 AND 8 ARE FOR A PREVIOUS YEAR, THE 2021 NUMBERS WILL BE POSTED AS SOON AS THEY ARE AVAILABLE.

7.1 Property Tax Rate

The tax base for Sackville in 2019 was \$634,635,750 and the residential property tax rate was \$1.5600 per \$100 of assessment. A homeowner with a property assessed at \$100,000 was charged \$1,560 in local property taxes in 2019.



7.2 Water and Waste Water Rates

The Town provides water and wastewater disposal services on a user fee basis. The 2019 water and wastewater disposal service fees were:

TOWN OF SACKVILLE WATER AND SEWER RATES 2019						
<u>Meter Size</u> <u>2019</u>	<u>Metered</u> <u>Water</u> <u>Operations</u>	<u>Metered</u> <u>Water</u> <u>Treatment</u>	<u>Quarterly</u> <u>FR Water</u> <u>Treatment</u>	<u>Metered</u> <u>Sewer</u> <u>Treatment</u>	<u>Quarterly</u> <u>FR Sewer</u> <u>Treatment</u>	<u>Minimum</u> <u>Quarterly</u>
5/8"-3/4"-1.5"	\$.98	\$.35	\$ 15.00	\$.98	\$ 15.00	30
2"	\$.98	\$.35	\$ 15.00	\$.98	\$ 15.00	30
3"	\$.98	\$.35	\$ 45.00	\$.98	\$ 45.00	90
4"	\$.98	\$.35	\$ 75.00	\$.98	\$ 75.00	150
6"	\$.98	\$.35	\$ 150.00	\$.98	\$ 150.00	300

7.3 Rental Facility Rates

i) Tantramar Veteran's Memorial Civic Centre

User charges for recreational facilities and programs varies dependent upon the facility and the program offered. The 2018 booking rates for the Tantramar Veteran's Memorial Civic Centre were as follows:

Item	Hourly Rate (includes tax)
Ice Rental (after 4:00pm and weekends)	\$155
Ice Rental (before 4:00pm on weekdays)	\$93
Ice Rental (Tournaments Daily)	\$1,550
Arena floor (non-ice): Hourly	\$62
Arena floor (non-ice): Daily	\$775
Mezzanine or Lounge: Hourly	\$42
Mezzanine or Lounge: Half-day or night	\$85
Mezzanine or Lounge: Daily	\$170
Mezzanine / Lounge Combination: Daily	\$210
Mezzanine / Lounge Combination: Half-day or night	\$105
Mezzanine / Lounge Combination: Hourly	\$52
Jean Coutu Meeting Room: Hourly	\$32
Jean Coutu Meeting Room: Half-day or night	\$65

Jean Coutu Meeting Room: Daily	\$130
Entire facility: Hourly	\$115
Entire facility: Daily	\$1,150
Table Rental for outside events: Per event	\$26
Chair Rental for outside events: Per event	\$2.00

ii) Bill Johnstone Memorial Park

The Town also rents the Bill Johnstone Activity Centre. The rate to book the facility is \$40/hour.

8.0 BUDGET

PLEASE NOTE – AT TIME OF POSTING THE TOWN’S 2021 AUDIT HAS NOT BEEN COMPLETED. NUMBERS BELOW IN SECTIONS 7 AND 8 ARE FOR A PREVIOUS YEAR, THE 2021 NUMBERS WILL BE POSTED AS SOON AS THEY ARE AVAILABLE.

The Town’s budget is set on a calendar year. The budget process gets under way annually each fall.

8.1 Overview

Local government budgets and services are established in accordance with a standardized classification system. In 2019, the council adopted a general operating budget of \$10,991,183. Total Expenditures for the year were \$13,316,966 while normal operating expenditures for the year were \$10,951,862 and non-tax revenues were higher than expected, resulting in a surplus of \$63,677. A copy of the Town’s 2019 budget is available [here](#).

8.2 Operating Budget

Complete information with respect to the provision of services by or through the Town of Sackville, including the nature of the service provided and the cost of the services and related infrastructure, under the headings below, is available in our 2019 Approved Operating Fund budgets from the New Brunswick Department of Environment and Local Government which you can find [here](#).

General Government Services

This area is responsible for the overall governance and financial administration of the municipality. This includes council functions, general and financial management, legal matters and compliance with legislation, as well as civic relations.

Total Expenditures: \$1,620,337

Protective Services

This area is responsible for the provision of policing services, fire protection, emergency measures, animal control and other protective measures.

Total Expenditures: \$2,754,444

Transportation Services

This area is responsible for common services, roads and streets maintenance, street lighting, traffic services, parking and other transportation related function.

Total Expenditures: \$1,939,135

Environmental Health Services

This area is responsible for the provision of waste collection and disposal.

Total Expenditures: \$331,181

Environmental Development Services

This area is responsible for planning and zoning, community development, tourism and other municipal development and promotion services.

Total Expenditures: \$856,335

Recreation and Cultural Services

The area is responsible for the maintenance and operation of recreational and cultural facilities, including the arena, parks and playgrounds and other recreational and cultural facilities.

Total Expenditures: \$1,345,300

Fiscal Services – Debt

This area is the Principle and Interest Payments on Long Term Debt for the Municipality.

Total 2019 Budget: \$1,144,452

Fiscal Services – Capital Out of Revenue

This area is the Budget allocation in the operating budget in which Capital Expenses are paid through the operating budget without the need for long term borrowing.

Total 2019 Budget: \$1,000,000

Water and Waste Water Systems

This area is responsible for the provision of water and sewer services including the maintenance and operation of the underground networks, treatments plants, reservoirs and lagoons.

Total Expenditures: \$2,044,474

8.3 Approved Consolidated Financial Statements for 2018

On July 13, 2020, Council approved the 2019 Audit that that was prepared and presented by Stevenson and Partners LLP. To view the audit, click [here](#).

For a more detailed breakdown of actual revenue and expenditures by department, click [here](#).

9.0 APPROACH TO ECONOMIC DEVELOPMENT

The Town of Sackville engages in both Investment Attraction and Business Retention and Expansion activities.

9.1 Investment Attraction

The Town works closely with Opportunities New Brunswick (ONB) on investment attraction opportunities. Other municipal resources and partnerships that are leveraged include Mount Allison University leadership, the Southeast Regional Service Commission (SRSC), the local Community Business Development Corporations (CBDC), Renaissance Sackville and local business organizations and people.

The Town does not have a budget allocated specifically to investment attraction activities. Instead, focus is given to building and strengthening relationships with ONB and working closely with the other organizations listed above.

9.2 Business Retention and Expansion

The Town of Sackville views supporting, retaining, and helping local business grow to be as important as their business attraction activities. A variety of business retention and expansion programs are undertaken throughout the year, mainly with a tourism lens, and the Town owns and operates the Visitor Information Centre. Some of the business retention and expansion services that the Town offered in 2021 include:

- Facilitate regular contact with, and supports, local business organizations;
- Utilize business organizational networks to facilitate communication with the Town, such as Sackville BIA Inc., Sackville Commons, etc.
- Organize annual familiarization tours for local and regional front-line workers;
- Improved signage;
- Organize Business Development Workshops and other programs such as Business of the Week, Food Safety and Handling, Accounting, Board Governance, Social Media, networking events, etc.; and
- Engage in one-on-one meetings with local businesses.

The Town has a very modest budget to support business retention and expansion activities. In 2021, \$10,000 was allocated for such activities.

9.3 Incentives

The Town has approved an Economic Development Incentive Program for Commercial, Industrial Multiple Unit Residential Development. The Economic Development Incentive Program grants will focus on accelerating commercial, industrial and multiple unit residential development in the Town's highway commercial, industrial and multiple unit residential zones. Program grants consist of a Tax Increment Based Grant Program. Details on the program can be found [here](#).

10.0 GRANTS FOR SOCIAL, ENVIRONMENTAL AND ECONOMIC DEVELOPMENT PURPOSES

One of the purposes of a local government as stated in the *Local Governance Act* is to foster the economic, social and environmental well-being of its community. The Town of Sackville supports three grant programs.

10.1 Community Development Grant Program

The work of community organizations assists the Town in achieving this purpose and the Town recognizes the valuable contribution that volunteer organizations make to our community. As a result, Sackville Town Council tries to support as many volunteer-based community organizations as possible within the annually allocated budget.

The Town of Sackville administers a Community Development Grant Program. The Program has four distinct programs with eligibility criteria and reporting requirements. The four programs include:

- Operational Funding Program
- Small Capital Funding Program
- Special Events/Projects Funding Program
- Sponsorship Program



A complete list of the 2021 Community Development Grants is provided below. If more detailed information is required, please contact the Town Hall.

2021 Operational Grants

Community Group	2021
681 Air Cadets	\$1000
Bob Edgett Boxing Club	\$3,100
Live Bait Theatre	\$5,000
Owen's Art Gallery	\$1000
Performer's Company	\$2000
RR Rural Rides Ltd	\$2,000
Sackville Basketball Boosters	\$1000
Sackville Citizen's Band	\$500
Sackville Minor Baseball	\$1000
Sackville Minor Football Assoc.	\$2000
Sackvill Minnor Hockey	\$8,000
Sackville Skating Club	\$6000
Sackville Swim Club	\$5,000
Sackville Youth Soccer Association	\$1,200
Struts & Faucet	\$2000
Tantramar Heritage Trust	\$7500
Tantramar Marsh Lacrosse	\$1,400
Tantramar Outdoor Club	\$2000
Titans Boy's Hockey	\$1000
Totals	\$52,700

2021 Special Events/Projects Grants

Designed to provide financial support to local associations that are hosting a special event or would like to introduce or enhance a programming opportunity within the Town of Sackville. Community Group	2021
Centre for Artistic Achievement	\$3,800
Ensemble Moncton	\$3900
Intangible Culture and Heritage Council of NB	\$4000

Playwrights Atlantic	\$1000
Sackville Golf Club	\$500
Sackville Music Festival	\$1,500
SappyFest Inc.	\$4,000
Totals	\$18,700

2021 Small Capital Grant

<p>Designed to provide monetary support to local associations that are pursuing a one-time capital or equipment purchase. Examples could include building renovations, sporting equipment, playgrounds, and other infrastructure costs.</p> <p>Community Group</p>	2021
Royal Canadian Legion	\$3500
Sackville Cemetery Co.	\$2000
Tantramar Heritage Trust	\$1750
Tantramar Marsh Lacrosse	\$400
Totals	\$7650

10.2 Heritage Grant Program

The Town also administers a Heritage Grant Program. In 2021, the program has an approved budget of \$15,000. No grant applications were received, and the program is under review given that the Heritage Conservation Area By-law was repealed, and the Heritage Board was dissolved.

10.3 Renaissance Sackville

The Town of Sackville provides operation funding to Renaissance Sackville. Renaissance Sackville focuses on the community development of Sackville and it offers modest seed funding and limited administrative support to new community and economic development initiatives whose purpose supports the Renaissance Sackville vision for the Town: Sackville will be a vibrant, economically and environmentally responsible, aesthetically pleasing, caring, friendly and gracious community.

In 2021, \$10,530 was provided to Renaissance Sackville, with at least half of the funding awards to be directed to support economic development initiatives, and half to be used for Community Development Projects, and a requirement for Renaissance Sackville to provide a report to Council. Renaissance Sackville presented their 2020 report during to the Town's 2021 public budget process.

Applicant and Project Funded	Amount of Award
<p>Hardscrabble Press Funds to purchase new metal printing type for letterpress printing, resulting in a higher-quality product and allowing the Hardscrabble press to distinguish itself as a competitive Canadian publisher. These printing types will enable The Hardscrabble Press to foster local partnerships by printing distinctive business cards, event posters, and brochures. The type will be used to print a series of posters featuring poems and writing by authors from the Tantramar region, which be exhibited at various businesses and other locations around Sackville, and will be offered for sale online and in stores.</p>	\$1730
<p>CHMA, Attic Broadcasting Company Limited Funding for a new broadcasting console. CHMA has been operating since 2014 without a proper broadcast console due to the failure of the previous console that had been in service for over 30 years. A new console will allow CHMA to increase their capacity to deliver music programming, local news and journalism, and will allow for functionality such as remote guests, call-in shows, requests, live interviews and the ability to offer the studios to CBC Moncton.</p>	\$4000
<p>Black Duck Café Original Application late February 2020, withdrawn due to COVID-19 closure, Application resubmitted March 2021: to build a backyard seating area in the Black Duck Garden. Currently the garden is visible through the windows but is not accessible to the customers. Black Duck Café requested funds to build an outdoor seating area, which would include: a staircase for customers to safely move from the indoor cafe area to the garden, a retaining wall to reinforce the garden area and separate it from the asphalt ground where the seating will be, a pergola built off the retaining wall to provide shade and a plant trellis, and robust outdoor patio seating.</p>	\$4000
<p>Sackville Farmers Market Fall Fair Harvest Dinner: A local food banquet pairing Sackville chefs with local farmers, to create a community gathering and celebration of local foods. This dinner was to be the official launch of the SFM capital campaign, to solicit donations and sponsorships for a permanent facility to house the Sackville Farmers Market's. Note: The dinner was cancelled when the Fall Fair was cancelled at the last minute due to a fourth wave of the COVID-19 pandemic.</p>	\$1000 unpaid due to event cancellation
<p>Partnerships for Education and Community Engagement Funding for incorporation fees to establish a registered non-profit corporation out of a committed group of volunteers. This Partnership will work with the Government of NB, the Town of Sackville, educators, business leaders, and Mount Allison University, 1) to develop Sackville as an innovative, education-based place where children and young people can thrive, 2) to insure all students have access to experiential learning opportunities in solving community-based problems, and 3) to foster opportunities for Mount A students and faculty to work with three schools to the betterment of the community.</p>	\$800

10.4 Fall Fair

Each year, the Town usually delivers its largest event – Fall Fair. However, in 2021 the Fair had to be cancelled due to COVID precautions. The Town expects to be presenting a full Festival in 2022.

10.5 Bordertown

The Town has delivered the Bordertown Festival for the last seven years. The festival is intended to showcase Sackville’s diversity in arts, music and hospitality, as well as providing tourism and economic opportunities to the town and local businesses. As part of the event, the town provides financial assistance to community partners.

Assistance Provided to Bordertown Partners		
Group	Event	Amount
Open Sky Cooperative	Open Sky Bazaar/Open Farm Event	\$376
Owens Art Gallery	Heart and Pocket Review	\$481
Sackville Festival of Early Music	Out of the Nest concert	\$738
Sackville Legion	Bordertown Country Music and Fiddle Program	\$1500
Sappyfest	Performances by Mike Trask and the Mark Green Band	\$1860
	Total	\$4955