

Dept. of
Community
Development

December 1

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) <ul style="list-style-type: none"> ○ Job posting for Senior Building Official published ○ Working with Reanne Titus to fill role of Interim Recreation Manager during Recreation Manager Andrea Gaudet's Leave of absence (Dec. 2016-June 2017) ○ Assisting Tourism Manager with planning for VIC Manager Denis Comeau's replacement. ○ Restructuring of Community Development department- evolution of Administrative Assistant Réanne Flynn's position into Jr. Development Officer with departmental focus.
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"> ○ 2016- 871 registrations, 1026 participants (includes volunteers and extras) ○ 2017- Planning underway for event to be held on Sept 24/17 including addition of "Super" Gran 160 km ride <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 4 Clare elementary schools. Meetings scheduled bi-weekly with 3 public meetings planned by Spring.
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 exterior signage <ul style="list-style-type: none"> ○ NEW project component: renovate washrooms and purchase and install LED outdoor sign. Approval of amendment received-tender requesting bids on work issued (closes Dec 7/16). • 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 (re-submitted Nov/16). <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 submitted to ACOA for project funding (50%) Nov/16. • Project concept/application shared with CCH. Meeting planned with CCH in December to discuss Province's possible financial participation. • Working with graphics person on illustrated concept for proposed exterior changes to building. <ul style="list-style-type: none"> ○ Working with Building Services staff to develop specifications for project components
Other duties	<ul style="list-style-type: none"> • Acting CAO during CAO's absences (resident/stakeholder inquiries, attendance

	at meetings where required) <ul style="list-style-type: none"> Overseeing painting of interior of municipal administration building
--	--

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 (currently on hold). WREN FAST FACT SHEET- now available RFP for site use to be prepared in Fall/Winter 2016-2017 for site use. Held 2 meetings with WREN staff to provide background/pertinent information and documents required to prepare 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 2, 2016) meeting 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 begin identifying immigration solutions for labor force shortages
Developing Université Sainte-Anne opportunities	<ul style="list-style-type: none"> Electric car charging station has been purchased and installed at Université Sainte-Anne. 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. (Detailed report provided to council under separate cover).
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 November 2016

Recreation Services
Manager's Report
November 17, 2016

ACTIVITIES COMPLETED

- **Ball field maintenance:** Trimming of the shrubs adjacent to the fence was done at EJMG and is planned for Hilltown ball fields for November 19.
- **Gran Fondo Baie Sainte Marie 2016** – 118 volunteers were invited to complete a survey on their experience as a volunteer. 59.3% of volunteers responded. 99% of respondents indicated that they were satisfied with volunteer experience.
- **Canadian Tire Jumpstart program:** 18 applications from Clare residents were received this fall/winter application period totalling \$5,050.00 in requested aid.
- **School In-service Day** – the facilities at Université Sainte Anne were rented to offer free skating and swimming on both Friday, October 21 and Friday, October 28
- **Girls Hockey**– This free 7-week program for girl's grades 3-8 concluded on Wednesdays November 16. Josanne Deveau and Isaac Comeau volunteer their time to lead the group of girls.

UPCOMING AND ONGOING ACTIVITIES

- **Christmas in Havelock** – an evening of arts and crafts, hot chocolate and a visit from Santa will take place on Saturday, December 4.
- **Tree Lighting Ceremony** – There will be carolers, hot chocolate, cookie decorating and a visit from Santa on Sunday, December 5 starting at 6:30 p.m.
- **RBC Skate with Santa** – On Sunday, December 18, there will be a free skate with Santa. The event has been sponsored by RBC. Gingerbread cookies and hot chocolate will be served.
- **Patates Actives** – This after school program for adolescent girls takes place every Thursday at ESDC and is free of charge.
- **Adult Skate** – This program for adults and seniors started on Tuesday, October 4th.
- **Badminton** – This adult program started on Monday, October 17
- **Gran Fondo Baie Sainte-Marie 2017:** committee is meeting frequently to plan this bike event scheduled for September 25, 2016.

SUPPORT TO COMMUNITY GROUPS

- **Jeux de l'Acadie 2017** – assisting in the planning and organising of the regional games. Assisting with a grant application to hire a coordinator.

GROUPS:

- Jeux de l'Acadie 2017 – personne ressources
- École secondaire de Clare – Comité École Consultatifs - member
- Gran Fondo Baie Sainte-Marie – Volunteer Chair
- Valley Recreation Coordinator and Directors Assoc. (VRDCA): Vice President
- JumpStart - Canadian Tire South West Committee– member.
- Clare Minor Soccer: resource person

Recreation Services

Active Living Coordinator- RÉANNE TITUS

Monthly Report November 2016

Activities completed

Upcoming and Ongoing Activities

- **Actifs après l'école:** The school-based after school program continues in École Saint-Albert and École Jean-Marie Gay. Each school has a regular attendance of 10 to 13 participants. The program at École Joseph Dugas was terminated due to lack of monitor; An active search for a new monitor continues. École Stella-Maris continues to not offer the program.
- **Facility Access:** There are 3 swim sessions and 4 skate sessions planned for the month of November. Participation varies from 30 to 60 participants each week at both sessions.
- **Soyons Actifs:** Since the last report, there have been 2 swim sessions and 2 skate sessions. Participation continues to be great; between 50 to 70 participants each week, except for Halloween. We continue to offer a school bus for transportation to the program from all four elementary schools; there has been roughly 40 to 50 children using this service each week.
- **Strategic Plan:** The Citizen Survey, conducted by Nova Insights, has begun their telephone survey within our Municipality on November 3rd. The survey runs through a list of randomly selected phone numbers, or members of the community may call in and schedule a time if they are eager to participate. The survey will run until December 7th. The data collected from this survey is highly important for the renewal of the Strategic Plan.
- **Winter Newsletter:** A detailed list of winter activities, such as Geocaching, Défi Hivers and snowshoe loan, is underway 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

Clare Tourism Services
Tourism Manager LARRY PEACH
MONTHLY REPORT NOVEMBER 2016

1. CLARE TOURISM MARKETING PROJECTS:

A) Clare/Baie Sainte-Marie Visitors' Guide & Tear-off Map:

- Guides arrived on April 12th. Distributed 15,700 of 17,500. Mailed to every Clare household in June.
- Clare tear-off map distributed in Clare. 4500 of 5000 distributed.
- Preparing new content and collecting images for 2017 Guide.
- Spending considerable time selling advertising sales and invoicing. \$8,450 in confirmed sales as of Nov. 17.

B) Social Media: Larry posts regularly on the following channels (change since Oct. 28):

Facebook: @baiesaintemarietourisme 1,436 Likes (+13)

Facebook: @GranFondoBaieSainteMarie 1,191 Likes

Facebook: @rendezvousdelabaie 869 Likes

Facebook: @LePetitBoisClare 510 Likes

Twitter: @BaieSainteMarie 421 Followers (+1)

Twitter: @GranFondoBSM 225 Followers

Twitter: @ClareMunicipality 110 Followers

Instagram: @baiesaintemarie 548 Followers (+9)

C) Tourism website: <http://baiesaintemarie.ca/> Updating festivals, events, experiences dates for 2017.

D) Tourism E-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.

.) Trade shows: Plan to attend Saltscapes Expo in April 2017 in Halifax.

F) Bienvenue en Clare Banners: Banners were taken down by Larry Spinney in late Sept.

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

H) Mun. Clare Communications Committee – Replaced RVB calendar with new Clare calendar link.

I) Doers & Dreamers Guides

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

J) (NEW) Online Marketing Workshop

- Planning content to offer a free online marketing workshop to tourism businesses and organizations
- Plan to offer in December or January, probably in the CDENE boardroom

2. CLARE PRODUCT, EXPERIENCE AND EVENT DEVELOPMENT:

A) Beaux Vendredis Seafood Suppers: no new updates

B) Le Petit Bois Interpretive Trail

- Lighthouse interior interpretive panels are being installed. Tide clock and nautical chart to be ordered.
- Coordinating website updates, photography and map handout
- Researching grants to cost-share student for lighthouse & lead an intertidal experience for Summer 2017

C) Canada 2017 (150th Anniversary) Founding Families Exhibit.

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

D) Cape St. Marys Lighthouse Municipal Park

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.

- Obtaining quotes and drafting ICF/ACOA Concept to be submitted in December, followed by an application in Jan-Feb. to leverage the \$77,000 existing funds. Components include: viewing scope, benches, picnic tables, interpretive panels, welcome sign, lost at sea monument enhancements...

E) Belliveau Cove Re-Development Project: no new updates

3) GRAN FONDO BAIE SAINTE-MARIE - MARKETING COORDINATOR ACTIVITIES

- Assembled and mailed video clips on USBs to Gillian/The Local Traveler to create 2017 promo videos
- Assembled images for Liam Hanks to update Gran Fondo website.
- Added photo albums on Facebook page
- Added Clare Veterans Centre and Gran Fondo Baie Sainte-Marie on Google Maps
- Prepared/submitted application to Nova Scotia Tourism for event signage on Highway 101 (2 signs)
- Mapping out new routes for a Super Gran (Canada 150 km) for approval at Dec. 30 meeting
- Will start adding 2017 dates and event info in December (once new routes approved) to free online calendars e.g. BNS, GranFondoGuide, NS Tourism...

4. REGIONAL TOURISM PARTNERSHIPS:

A) Digby Wharf Rat Rally/Clare Poker Run

- Discuss 2017 dates with Andre Valotaire and decide on one day or multi-day event

. RENDEZ-VOUS DE LA BAIE VISITOR CENTRE OPERATIONS

A) Visitor Information Centre

- Fall hours in effect starting on Monday, August 29: Mon.-Fri.: 8:30 am – 4:30 pm; Sat,-Sun.: closed.
- 3320 total visitors as of end of October, compared to 4050 in 2015, a decrease of 730 visitors, or -18%.

B) Acadian Interpretive Centre/Museum

- Partnered with Le Centre acadien re: a cost-share summer student to refresh exhibits.
- Paul Comeau memorial display installed in mid-November.

C) Brochure redesign:

- Coordinating a new brochure in December-January. Will include new logo, newer images, Lisa T Café, Acadian Odyssey Monument, Le Centre Acadien, and Le Petit Bois.

D) VIC & Programming Manager position (April 1 – October 31):

- Denis Comeau retired when his term ended on October 31.
- Preparing/updating terms of reference and ads for position.
- Plan to advertise in December and interview in late January.