
TOWN OF SACKVILLE

LIAISON COUNCIL REPORT

Subject Area: Corporate Affairs and Strategic Development

Meeting Date: May 15, 2018

Councillors: Allison Butcher and Megan Mitton

Attachments:

- 1) Mount Allison Student Research Project Infographic on Civic Engagement

Background:

The Corporate Affairs and Strategic Development Liaison Group met on April 25, 2018.

Highlights and Initiatives:

- Staff have authorized the work to the New Brunswick Department of Transportation and Infrastructure Overhead Sign Structures at Exit 504 and 506. The work will see the reference to Bridge Street replaced with Sackville Centre in four locations.
- Staff continue to assist the Engineering and Public Works Department with the land assembly process pertaining to Phase II of our Lorne Street Stormwater Mitigation Project. The Environmental Impact Assessment process is now complete and a Certificate of Determination has been issued by the Minister of Environment and Local Government. Staff recently met local biologists regarding the preliminary design of the stormwater management pond. Our consultant is now finalizing the tender package based on the Environmental Impact Assessment and staff will be scheduling a public meeting to discuss the project in the coming weeks.
- Unfortunately, the Town's application to the Federation of Canadian Municipalities (FCM) under their Municipal Climate Innovation Program to repurpose the Pickard Quarry into a stormwater management pond and recreational area was not successful. We are very disappointed about the result, given the amount of time and resources invested to submit the application. We will continue to monitor the FCM's funding opportunities, as well as others to see if the project is eligible under future programs.
- On April 11, the Town partnered with Mount Allison's Marketing and Communications Department to host a social media training session. The session provided an opportunity to review best practices, social media monitoring tools, online advertising, and discuss new ways to use our social media feeds to best reach and engage with our residents. The session was very valuable and we want to thank Mount Allison for their assistance and sharing their expertise.

- As noted at the March meeting, staff have been working with students enrolled in GENV 4521 Geography and Environment class instructed by Dr. Kristen Lowitt. Two students - Jennifer Jarvis and Caitlin Gallant - provided assistance with civic engagement and to help us see/understand what other municipalities are doing to get people interested in municipal government. The students conducted research through various means, both locally and more regionally, and developed an infographic that summarizes their project and findings, which is attached.
- As part of our Strategic Plan reporting process, staff released a new annual resident's survey from March 19 to April 13, 2018. The survey, which sought feedback on our various service delivery areas, was featured on our website, and has been distributed via our social media channels, and newspaper, in an effort to reach residents of all ages. The survey results are now being assembled into a report card-type infographic to help communicate the results.
- The Community Partnerships Working Group met on April 4, 2018. The group was joined by the Manager of Student Conduct at Dalhousie University, who will be discussing some of the community outreach and collaboration taking place in downtown Halifax. Staff would like to thank the outgoing MASU President, Sarah Camus and VP External, Danica Garner, along with 2017 Orientation Chair Natasha Kochhar for their contributions to the group and we look forward to welcoming the incoming MASU and 2018 Orientation Chair to the group.

Heritage

- Over the past five months, Council has been reviewing the Heritage program, including potential by-law changes, administrative procedures, future appointments and the Town's Heritage Grant program. This review has been comprehensive. During this time, there have been no Heritage Permit Applications, or requests. In fact, over the course of the year, there were no Heritage Permits issued by the Heritage Officer or Heritage Board. Furthermore, there was only one \$5000 Heritage Grant issued in both 2016 and 2017.

The Town's Heritage By-law, being By-law No. 249, which was enacted in April 2016, takes a very elementary attempt in regulating heritage. Instead, and which was discussed at the time of drafting and adopting, the by-law focuses more on the appearance of the streetscape as opposed to traditional heritage regulation. The point has been raised that the by-law is achieving very little in terms of Heritage conservation and preservation.

Furthermore, the Town's heritage program has been difficult to administer due to the legislative framework from which it must operate, and there has been limited community support for the program in general. Recruiting volunteers to serve on the Heritage Board has also been challenging.

As a result, it is being suggested that the Town focus its attention and resources on ways to enhance programs to support redevelopment of heritage stock through the appearance and maintenance of properties. This is specifically noted in the objectives of Action 12 of

our Strategic Plan. Moreover, it was also suggested that the Town continue to support the Tantramar Heritage Trust whose mandate is to promote the preservation of heritage resources in the Tantramar Region. The Trust does an exemplary job and is well respected around the region and province for its success.

For these reasons, it is therefore being recommended that Council commence the process to consider the repeal of By-law 249, Town of Sackville Heritage Conservation Area By-law with the intention of finding more effective means to support heritage within our community.

This change is felt to better represent the views of our community. Should these views change, then Council, with the support of staff and the community at large, can reevaluate the overall heritage program and potential for a future regulatory framework if they so wish.

Respectfully Submitted by:
Jamie Burke
Senior Manager of Corporate Projects