

CAPE BRETON REGIONAL MUNICIPALITY
Council Meeting – Minutes

**Tuesday,
April 25, 2023
9:36 a.m.
Council Chambers
2nd Floor, City Hall
320 Esplanade, Sydney, NS**

Councillor Eldon MacDonald called the meeting to order.

Council: Councillor Gordon MacDonald
Councillor Cyril MacDonald
Councillor Steve Gillespie
Councillor Eldon MacDonald
Councillor Glenn Paruch
Councillor Ken Tracey
Councillor Darren O’Quinn
Councillor Lorne Green

Staff: Marie Walsh, Chief Administrative Officer
Jennifer Campbell, Chief Financial Officer
Deborah Campbell Ryan, Municipal Clerk
Wayne MacDonald, Director of Engineering & Public Works
Kirk Durning, Director of Parks, Recreation, Buildings and Facilities
Bruce MacDonald, Manager of Emergency Management Operations
Paul MacDonald, Manager of Facilities
Sharon MacSween, Senior Administrative Assistant
Angela Ross, Recording Secretary

Absent: Mayor Amanda M. McDougall (Regrets)
Councillor Earlene MacMullin (Regrets)
Councillor Steve Parsons (Regrets)
Deputy Mayor James Edwards (Regrets)
Councillor Darren Bruckschwaiger (Leave of Absence)

Summary of Decisions

Land Acknowledgement

Roll Call

O' Canada

1. APPROVAL OF AGENDA:

Motion to approve the April 25, 2023, Council Agenda and Addendum as circulated. **Carried.**

2. PROCLAMATIONS:

2.1 North American Occupational Safety and Health Week:

Motion that CBRM Mayor Amanda M. McDougall-Merrill and Council proclaim the week of May 1st to May 7th, 2023 as "North American Occupational Safety and Health Week" in the Cape Breton Regional Municipality. **Carried.**

2.2 Parental Alienation Awareness Day & Bubbles of Love Day:

Motion that Mayor Amanda M. McDougall-Merrill and CBRM Council proclaim the April 25th, 2023 as "Parental Alienation Awareness Day and Bubbles of Love Day" in the Cape Breton Regional Municipality for the sake of the precious children of our community and the world. **Carried.**

2.3 Fibromyalgia Awareness Day:

Motion that CBRM Mayor Amanda M. McDougall-Merrill and Council proclaim May 12, 2023 as "Fibromyalgia Awareness Day" in the Cape Breton Regional Municipality and call this observance to the attention of all our residents. **Carried.**

2.4 Gaelic Nova Scotia Month 2023:

Motion that Mayor Amanda M. McDougall-Merrill and CBRM Council proclaim the month of May 2023 as Gaelic Nova Scotia Month to help celebrate Gaelic's presence in the Cape Breton Regional Municipality and to recognize the identity, pride, and inspiration for all residents to see the value of the Gaelic language and culture and its significant contribution to our Island and our Province. **Carried.**

Continued...

Summary of Decisions (Cont'd):

PROCLAMATIONS (Cont'd):

2.5 Brain Tumor Awareness Month:

Motion that Mayor Amanda M. McDougall-Merrill and CBRM Council proclaim the month of May 2023 to be Brain Tumor Awareness Month in the Cape Breton Regional Municipality and encourage all residents to #GoGrayinMay. **Carried.**

2.6 Jewish Heritage Month:

Motion that CBRM Mayor Amanda M. McDougall-Merrill & Council proclaim that May 2023 as Jewish Heritage Month in the CBRM; and recognize the contributions of the Jewish community to the success of Canada. **Carried.**

2.7 Lyme Disease Awareness Month:

Motion that CBRM Mayor Amanda M. McDougall-Merrill and Council proclaim May 2023 as “Lyme Disease Awareness Month” in the Cape Breton Regional Municipality. **Carried.**

ADDENDUM

2.8 Emergency Preparedness Week:

Motion that the CBRM Mayor Amanda M. McDougall-Merrill and Council proclaim the week of May 7th – 13th, 2023 as “Emergency Preparedness Week” in the Cape Breton Regional Municipality to promote public understanding and awareness of emergency preparedness issues and to educate CBRM residents of emergency risks in their community and how to prepare their home and family for potential emergencies. **Carried.**

Continued...

Summary of Decisions (Cont'd)

3. REPORTS:

3.1 Corporate Sponsorship Program Review and Policy/Strategy:

The Corporate Sponsorship Program Review and Policy/Strategy was presented.

For Information Only.

3.2 Destination Cape Breton Strategy 2023-24:

The Destination Cape Breton Strategy for 2023-24 was presented.

For Information Only.

4. COMMITTEE REPORTS:

N/A

5. FINANCIAL STATEMENTS:

5.1 CBRM to February 28, 2023:

For Information Only.

5.2 Port of Sydney Development Corporation to February 28, 2023:

For Information Only.

ADJOURNMENT

Land Acknowledgement

Roll Call

O' Canada

1. APPROVAL OF AGENDA:

Motion:

Moved by Councillor Green, seconded by Councillor Cyril MacDonald, to approve the April 25, 2023 Council Agenda and Addendum as circulated.

Motion Carried.

2. PROCLAMATIONS:

2.1 North American Occupational Safety and Health Week:

Motion:

Moved by Councillor Gordon MacDonald, seconded by Councillor Cyril MacDonald, that CBRM Mayor Amanda M. McDougall-Merrill and Council proclaim the week of May 1st to May 7th, 2023 as “North American Occupational Safety and Health Week” in the Cape Breton Regional Municipality.

Motion Carried.

2.2 Parental Alienation Awareness Day & Bubbles of Love Day:

Motion:

Moved by Councillor Green, seconded by Councillor Gordon MacDonald, that Mayor Amanda M. McDougall-Merrill and CBRM Council proclaim the April 25th, 2023 as “Parental Alienation Awareness Day and Bubbles of Love Day” in the Cape Breton Regional Municipality for the sake of the precious children of our community and the world.

Motion Carried.

2.3 Fibromyalgia Awareness Day:

Motion:

Moved by Councillor Paruch, seconded by Councillor Gillespie, that CBRM Mayor Amanda M. McDougall-Merrill and Council proclaim May 12, 2023 as “Fibromyalgia Awareness Day” in the Cape Breton Regional Municipality and call this observance to the attention of all our residents.

Motion Carried.

Continued...

PROCLAMATIONS (Cont'd):

2.4 Gaelic Nova Scotia Month 2023:

Motion:

Moved by Councillor Cyril MacDonald, seconded by Councillor Green, that Mayor Amanda M. McDougall-Merrill and CBRM Council proclaim the month of May 2023 as Gaelic Nova Scotia Month to help celebrate Gaelic's presence in the Cape Breton Regional Municipality and to recognize the identity, pride, and inspiration for all residents to see the value of the Gaelic language and culture and its significant contribution to our Island and our Province. **Motion Carried.**

2.5 Brain Tumor Awareness Month:

Motion:

Moved by Councillor Cyril MacDonald, seconded by Councillor Gordon MacDonald, That Mayor Amanda M. McDougall-Merrill and CBRM Council proclaim the month of May 2023 to be Brain Tumor Awareness Month in the Cape Breton Regional Municipality and encourage all residents to #GoGrayinMay.

Motion Carried.

2.6 Jewish Heritage Month:

Motion:

Moved by Councillor O'Quinn, seconded by Councillor Green, that CBRM Mayor Amanda M. McDougall-Merrill & Council proclaim May 2023 as Jewish Heritage Month in the CBRM; and recognize the contributions of the Jewish community to the success of Canada.

Motion Carried.

2.7 Lyme Disease Awareness Month:

Motion:

Moved by Councillor Gillespie, seconded by Councillor O'Quinn, that CBRM Mayor Amanda M. McDougall-Merrill and Council proclaim May 2023 as "Lyme Disease Awareness Month" in the Cape Breton Regional Municipality.

Motion Carried.

Continued...

PROCLAMATIONS (Cont'd):

ADDENDUM

2.8 Emergency Preparedness Week:

Motion:

Moved by Councillor Tracey, seconded by Councillor Gillespie, that the CBRM Mayor Amanda M. McDougall-Merrill and Council proclaim the week of May 7th – 13th, 2023 as “Emergency Preparedness Week” in the Cape Breton Regional Municipality to promote public understanding and awareness of emergency preparedness issues and to educate CBRM residents of emergency risks in their community and how to prepare their home and family for potential emergencies.

Motion Carried.

3. REPORTS:

3.1 Corporate Sponsorship Program Review and Policy/Strategy:

Kirk Durning, Director of Parks, Recreation, Buildings and Facilities, provided background on the issue and advised that discussion on Corporate Sponsorship began in 2019, however due to COVID 19, the report is just being brought to Council now. He welcomed and introduced Brent Barootes who works with many municipalities on sponsorship and naming rights.

Brent Barootes, President & CEO, Partnership Group, provided a presentation which included the following:

- Session Overview
- What is Sponsorship?
- Steps, Process, Outcomes and Timelines
- What they were hired to do
 - Inventory Asset Valuation
 - Develop naming rights and sponsorship policy
 - Develop a strategy for monetizing the work
- What they have done
- What You need to know
 - 1800 unique tiered assets
 - Tiers 1 to 4
 - Focus on key properties
- Strategy
 - External and Internal Sales Approach
- Policy

Continued...

REPORTS: Corporate Sponsorship Program Review and Policy/Strategy (Cont'd):

After the presentation, some of the Council discussion included:

- Emera Centre and ways to incorporate naming rights for the building in addition to agreements that are already in place
- Centre 200 then and now
- External sales approach
- Current major festivals and paid sponsorships
- New Waterford Recreation Complex
- Memorial naming and considerations

Councillor Eldon MacDonald thanked Brent Barootes for his presentation.

For Information Only.

3.2 Destination Cape Breton Strategy 2023-24:

Terry Smith, CEO - Destination Cape Breton, reviewed his presentation in the agenda package and highlighted the following.

- Marketing Levy Update
- Results
- 2023-24 Strategy Overview
- Tourism Forecast
- Goals
- Research
- Product Innovation Highlights
- Marketing
- The Path to Purchase
- Events
- Destination Development

After the presentation, Council discussed the importance of events, current situation regarding carriers at the JA. Douglas McCurdy Sydney Airport, and the relationship between Destination Cape Breton, Parks Canada, and Tourism Nova Scotia.

Councillor Eldon MacDonald thanked Terry Smith for his presentation.

For Information Only.

4. COMMITTEE REPORTS:

N/A

5. FINANCIAL STATEMENTS:

The Chief Financial Officer advised that this will be the last set of financial statements until year end is finalized and March statements will be ready for Council in June.

5.1 CBRM to February 28, 2023:

For Information Only.

5.2 Port of Sydney Development Corporation to February 28, 2023:

For Information Only.

Prior to adjournment, Councillor Eldon MacDonald thanked Council for allowing him to Chair today's Council meeting, noting that the Mayor and Deputy Mayor are both attending a wind energy conference in Copenhagen.

He also noted regrets from Councillors MacMullin and Parsons.

In closing, the Chair noted today is Angela Ross' last Council meeting as she will be taking a new position at Cape Breton University. On behalf of Council, he extended best wishes to Angela.

Meeting adjourned at 11:25 a.m.

Councillor Eldon MacDonald
Chairman
/acr

Deborah Campbell Ryan
Municipal Clerk