

**Beautification and Land Rehabilitation Committee Meeting (Special)  
March 23, 2011  
Council Chambers**

**Present**

Councillor L. Chisholm, Chair  
Councillor S. Cameron  
Councillor D. MacInnis  
A. Arnold  
L. Jewkes  
O. Landry  
B. Wainwright

D. Kampen, MPA, Chief Administrative Officer  
D. Wilson, Deputy Clerk

**Also Present**

A. Paon, Facilitator

**Absent**

J. Hamilton  
D. Miller  
A. Murray

**Call to Order**

The Chair called the meeting to order at 5:23 PM.

**Purpose of Meeting**

A. Paon noted that she and the Chair had previously reviewed the Beautification Committee's 2009-2012 Draft Strategic Plan and that some of the items in the Plan were either no longer valid or had already been done. Brief discussion took place on the best way to move forward and it was generally agreed to begin by reviewing the Draft Strategic Plan section-by-section and try to fit the Priorities identified in the Plan into the Town's Strategic Plan and Recommendations from previous Communities-in-Bloom Judges.

**Review of Beautification and Land Rehabilitation Committee's 2009-2012 Draft Strategic Plan**

**Strategic Priority I – To Promote Green Sustainability in Antigonish**

• Section A - Green Transportation

Green Transportation forms part of the Town's Strategic Plan – Remove

• Section B – Parks

1. Ongoing
2. Ongoing
3. Ongoing – Trees along river need to be trimmed for safety reasons
4. Retain
  - Add completing Cairn Park – walkway/ retaining wall/benches/interepretive panels/ landscaping
5. Retain for now; further consideration required
6. Retain
7. Retain

10. Retain
11. Retain
12. Complete – remove
13. Ongoing
14. Retain

- Section C – Trails

1. Remove
2. This item should fall under Recreation
3. Remove
5. Retain
6. Reword to 'Build a bridge *and trail* over Brierly Brook *and Salt Ponds*' – Retain
7. Retain
8. Remove
11. Remove
12. Reword to 'Initiate a cooperation agreement between Town, County, *and private landowners*' to integrate The Landing with a Town Walking Trail *and maintenance plan*' – Retain
13. Remove
14. Retain
15. Remove

### **Strategic Priority II – Assist in the Expansion of the Economy and Employability in Antigonish**

- Section A – Town Involvement

1. Remove
2. Retain
3. Reword to 'Encourage the planning of more outdoor *eating and seating areas* in Summer
4. Retain
7. Remove
8. Remove
9. Remove
10. Remove
12. Reword to '*Continue to promote green power in Antigonish*' (i.e. LED lighting) – Retain
13. Reword to '*Continue to collaborate in planning for highway expansion town entrance garden Hwy 7*' (Gateway Planning) – Retain
14. Remove
15. Retain - Reference to Streetlights – none on North side of Main Street

- Section B – Planning

1. Retain – Reference from M. Amit re: Architectural Plan for Town
2. Retain – ongoing
3. Reword to 'Investigate possibility of joining Winter Lights Program *or equivalent* under Communities in Bloom' – Retain
4. Retain – Brief discussion on 'mentoring'
5. To be reworded by A. Paon
6. Remove
7. Remove
8. Remove
9. Remove

10. Reword to 'Promote Antigonish as People *Friendly*' – Retain

11. Remove

- Section C – Maintenance

1. Retain – ongoing

2. Retain – ongoing

3. Remove

4. Retain – ongoing

5. Remove

6. Retain – ongoing

7. Retain – ongoing

8. Retain – A pilot project will see Public Works staff carry out the work this year

9. Remove

10. Reword to 'Develop a culture of repair/maintenance *for existing infrastructure*' – Retain

Councillor D. MacInnis left the meeting at 7:40 PM

- Section D – Infrastructure

1. Retain – ongoing

2. Remove

3. Retain – ongoing

4. Retain – ongoing

5. Retain and combine with Item #6.

6. Remove – combined with above

7. This matter requires further discussion/clarification

8. Retain – combine with #9

9. Remove – combined with above

10. Remove

11. Remove

12. Retain

### **Strategic Priority III – Create Partnerships with other Community Organizations and Groups**

- Section A – Partnership and Funding

1. Retain – ongoing

2. Retain – referenced to 'giving' program

3. Retain – continue by various means

4. Remove

- Section B – Partnerships

1. Retain – reference to Business Majors Program - Partnership

2. Retain – reference to encouraging volunteers in Beautification

3. Reword to 'Increase business buy-in with fundraising initiatives' – Retain

4. Retain

5. Retain – reference to partnering with merchant group/Chamber of Commerce – ongoing

6. Retain – combine with #7 and #8 and make a priority

7. Remove – combined above

8. Removed – combined above

9. Remove

10. Move to Mentoring/Education

11. Remove
12. Reword to 'Encourage collaboration and partnership between town and county *residents* regarding projects – show gardens' – ongoing
14. Reword to '*Support and encourage of expansion of community gardens*' – Retain – Reference to Certificates of Merit
15. Remove

#### **Strategic Priority IV – Make Antigonish a Destination Point in Nova Scotia**

- Section A – Make Antigonish a Destination Point in Nova Scotia
  1. Remove
  3. Retain – reference to part of new library – easily accessible and visible
  4. Retain – ongoing
  5. Remove
  6. Retain – ongoing
  7. Remove
  8. Remove
  9. Remove
  10. Reword to 'Walking tours with ipod dissertation – plaques and updatable *information*'
  11. Combine with #12 and #13 – reference to the Chamber of Commerce focusing on Marketing
  12. Remove – combined with above
  13. Remove – combined with above
  14. Remove
  15. Move to 'Education'
  16. Remove
  17. Move – Reference to merchants
  18. Remove
  19. Move – Reference to Education/Marketing
  20. Delete – Consider Photo Contest, Postcards
  21. Remove – This matter to be referred to Recreation
  22. Retain – ongoing
  23. Retain – ongoing – Prepare information in advance (quarterly)

- Section B – Festival Décor

Note: A. Paon to include reference to 'uplighting' in this Section

1. Retain – ongoing
2. Retain – ongoing
3. Remove – done
4. Retain – Reference to 'as appropriate'
5. Remove
6. Retain
7. Remove
8. Retain – ongoing
9. Retain – ongoing
10. Retain – ongoing – combine with #11 and #12
11. Remove – combined with above
12. Remove – combined with above
13. Move to 'Marketing'

#### **Strategic Priority V – Promote and Advance the Historical and Cultural Heritage of Antigonish and the Surrounding Area**

- Section A – Culture

1. Reword to 'Encourage Festival Antagonism to Have a production of Theatre in the Park and Columbus Field or Chisholm Park' – Retain
2. Retain – ongoing
3. Retain – combine with # 4 and #5
4. Remove – combined with above
5. Remove – combined with above
6. Remove
7. Remove
8. Retain – ongoing – encourage and support
9. Retain – encourage
10. Retain – A. Paon to reword – reference to diversity
11. Retain – ongoing
12. Remove
13. Remove – refer to Heritage Committee
14. Remove – refer to Heritage Committee
15. Remove – refer to Heritage Committee
16. Remove – refer to Heritage Committee
17. Remove – refer to Heritage Committee
18. Retain – ongoing – encourage Buskers, etc.
19. Retain – ongoing
20. Retain – ongoing
21. Remove
22. Retain
23. Retain – reference to Library
24. Remove

### **Strategic Priority VI – Attract Visitors to the Main Street of Antigonish**

- Section A – Trees

Note: A. Paon to include a general statement

1. Remove
2. Remove
3. Remove

- Section B – Flowers

1. Retain
2. Retain
3. Retain
4. Remove
5. Remove – done
6. Move to 'Education'
7. Retain
8. Retain – Reword to 'Gardens for Wheel Pizza'
9. Retain – Reword to '*Planters at base of Town Welcome Signs*' (four (4))
10. Retain – ongoing

A. Paon reviewed various side notes she had made from a previous meeting held with Councillor L. Chisholm. Following brief discussion the notes were either removed or moved to a more appropriate Section within the Strategic Plan.

Brief discussion took place on the date for the next meeting. The Chair noted that the Beautification Committee is scheduled to meet with local merchants next Tuesday, March 29,

2011, at 5:00 PM. It was generally agreed that a meeting be held on Wednesday, April 12, 2011 at 5:00 PM to continue to review materials from the Binders with A. Paon.

### **Review of Recommendations from Previous Communities in Bloom Judges**

M. Amit circulated an outline of the main points/comments from previous Communities in Bloom Judges for review.

The Committee reviewed the comments, year-by-year, and noted that some comments were repeated from year-to-year, specifically, Recycling Stations and Wayfinding. It was noted by CAO D. Kampen that the recycling stations are at Public Works and will be installed this Spring as time permits. The Committee was in general agreement that some comments/points such as weeds, walking/biking trails, and adopt programs are and will continue to be ongoing, while others are contained in the Committee's Strategic Plan.

Brief discussion took place on billboards on the fringe areas of the TransCanada. A. Paon agreed to include a statement in the Strategic Plan regarding the cleaning up of debris along railway tracks.

The Committee was polled as to what they would like to see as a Priority. The following suggested priorities were put forth:

- Historic walking tours (interpretive).
- Rock wall at Cairn Park.
- Outdoor classroom setting at the Landing.
- Wayfinding (twice).
- Annuals in flower beds in parks.
- Perennials in the Fall.
- Funds to purchase bulbs for planting.
- Completion of the Cairn Park.
- Columbus Field – brickwork and painting (of the fence).
- Educate merchants on planters through the Talk of the Town.

### **Roger Brooks Report**

M. Amit noted the following in her notes regarding the Roger Brooks Report:

- Arisaig-Cape George drive – needs an itinerary and better signage for sites. It was noted that the Province is doing some work in this regard and the County is utilizing Ekistics and are working on this matter.
- Wayfinding – it was generally agreed that this is a major priority.
- Moving the Visitor Information Centre to downtown and having brochures available 24/7.
- Giving downtown a name. It was suggested perhaps a contest be used to name the downtown.
- 10-10-10 Rule – R. Brooks noted that the Town is close on the 10-10-10 Rule.
- Blade signs.
- More planters and avoiding the 'garage sale look'.
- Better weed removal from sidewalks/curbs. A. Arnold suggested businesses be requested to remove weeds fronts of their businesses.

S. Cameron suggested that Main Street be lit up during Christmas, and suggested utilizing trees, buildings and uplighting.

A. Paon suggested that perhaps someone should sit on the County's Planning Advisory Committee in an effort to get the fringe area of the TransCanada cleaned up, particularly the signage. CAO D. Kampen noted that Planning Advisory Committee meetings are open to the public.

The Chair noted she would like to see small stones placed around the Cairns in the Park, with landscaping cloth beneath the stones to block weeds.

A. Paon questioned how to move forward with an interpretive walking tour. M. Amit noted that Ms. J. Gillis of the Antigonish Museum has a draft pamphlet outlining historical buildings along Main Street. She further noted that although the information needs to be updated it would be available for this year. The Chair suggested two (2) or three (3) students be tasked with completing the pamphlet.

O. Landry responded to a comment by A. Paon on keeping a consistent colour scheme by suggesting the colours in the Town's Welcome Signs be used.

Brief discussion took place on the Canal Bridge, with B. Wainwright noting that a picture of the bridge as it will appear when finished can be viewed at Dental offices of Drs. R. Dunphy and D. McKenna, East Main Street. It was generally agreed that flowers would not be ordered for the Canal Bridge this year.

In response to a query from M. Amit regarding the status of the Atlantic Canada Opportunities Agency grant application, CAO D. Kampen noted that there may or may not be funding available.

### **Adjournment**

There being no further Business the meeting was adjourned.