

**Beautification and Land Rehabilitation Committee Meeting (Special)
May 3, 2011
Council Chambers**

Present

Councillor L. Chisholm, Chair
Councillor S. Cameron
Councillor D. MacInnis
A. Arnold
O. Landry
A. Murray

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

Also Present

A. Paon, Facilitator

Absent

M. Amit
J. Hamilton
L. Jewkes
D. Miller
B. Wainwright

Call to Order

The Chair called the meeting to order at 5:31 PM.

Approval of Notes

Moved by Councillor D. MacInnis

Seconded by A. Murray

“That the Notes from the meeting held on March 30, 2011, be approved with one (1) correction.”
Motion carried.

Purpose of Meeting

The Chair noted that the purpose of the meeting was to have A. Paon facilitate a review of the Beautification and Land Rehabilitation and Beautification Committee’s Strategic Plan with.

A. Paon noted that she had simplified the Strategic Plan dramatically. Following brief discussion on the cover of the Strategic Plan, it was generally agreed to include the Communities-in-Bloom logo, along with various pictures of the Town. CAO D. Kampen indicated that she and Deputy Clerk D. Wilson would look after changes to the cover of the Plan.

A. Paon advised that she had used the same formatting for the Beautification Committee’s Strategic Plan as she had for the Town’s. The Table of Contents was reviewed. A. Paon noted that an Introduction (dated) from the Chair and CAO needs to be included as part of the Strategic Plan. She further noted that she had used the Mission, Vision, and Values from the Town’s Plan. The Introduction was then reviewed and briefly discussed with some changes suggested. In addition to minor typing corrections, A. Paon is to be provided with a list of Communities-in-Bloom Awards garnered by the Town, a comment regarding the Beautification

Committee waiting for the Town's Strategic Plan is to be included, along with recognition of A. Paon and volunteers.

It was generally agreed to incorporate the Beautification Committee's original Mission, Vision, and Values into the Executive Summary from the Chair and CAO. O. Landry stated that the 'Executive Summary' should be renamed and it was generally agreed that it be referred to as a Historical Background. Further it was agreed that reference to the Beautification and Land Rehabilitation Committee be spelled out initially, and then referred to as BLRC in an abbreviated form. Brief discussion took place on the transition of the Strategic Plan from the Antigonish Regional Development Authority (under A. Paon), to A. Paon as an individual facilitator.

The various Sections of the Strategic Plan were reviewed with the following changes noted:

Section 3.0 - Strategic Directions

- The word 'Town' to be replaced with Beautification and Land Rehabilitation Committee
- Include a photograph of 'sticky notes' which were placed on the walls of Council Chambers

Section 4.0 – Strategic Directions and Projects (*This Title needs to be inserted*)

Direction 1:

- Park Development
- Bullet #2 - Reword to 'Move and paint park benches *in Chisholm Park*'

Direction 2:

- Goals
- Bullet #6 - Reword to 'Liaise with TOA *for the installation of light standards on the north side of Main Street*'
- Planning
- Bullet #1 - Remove the plural 'S' from reference to Cairn Park

Direction 3:

- Partnerships
- Bullet #3 - Reword to 'Increase business by-in with *the Committee's initiatives*'
- Bullet #9 - Insert parentheses around the words '*(show gardens, garden tours, incentives)*'

Note: It was generally agreed that the Beautification and Land Rehabilitation Committee's Strategic Plan, once approved, be added to the Town's website and linked to other community partners.

Direction 4:

- Goals
- Bullet #4 - Insert '*Install banners for lamp posts with Town crest*'
- Bullet #5 - Insert . . . '*have a national presence*'
- Bullet #6 - Remove reference to 'a la Baddeck during summer and integrated with Pictou, Fleur-de-Lis Trail, Guysborough Co.'
- Bullet #7 - Remove

- Décor:
- Bullets #2 Bullet #3 - To be combined and reworded to '*Encourage LED lights on trees along Main Street*'
- Bullet #7 - Correct typing error in 'Mural on *Whidden Building*'

Direction 5:

- Goals
- Change Bullet #1 to 'Cultural and Historic walking tours within the Town with historic interpretive panels/*maps and self-guided MP3 tours*'
- Bullet #2 regarding Historical markers and maps to be reworded
- Bullet #5 to be reworded to '*Promote* the development of a *Musical Church Organ Festival*'
- Bullet #10 – Reword to 'More exposure of musical and artistic *talent* to visitors'
- Bullet #11 – Reword to '*Expand* winter programming – Winter carnival'
- Bullet #14 – Change 'Encourage' to '*Endorse*'

Direction 6:

- Change Title from 'Visitor Attraction' to 'Horticulture'
- Projects
- Change 'Flowers' under Projects to '*Gardens*'
- Goals
- Bullet #1 – Change to 'Ongoing planting and replacement of trees on Main St.'
- Bullet #2 – Move to 'Programming'
- Flowers – Change Sub-title to '*Gardens*'
- Gardens
- Bullet #2 – Change to 'Continue the *hanging of flowers* to Bay Street'
- Bullet #3 – Replace 'Try and encourage' with '*Promote*'
- Bullet #5 – Remove. Replace with '*Institute yearly plant exchange*'
- Bullet #7 – Change 'behind' to '*beside*'
- Bullet #10 – Remove
- Bullet #11 – Remove
- Bullet #12 – Remove
- Bullet #13 – Remove. Thought was about trees from rock garden up along hospital hill

O. Landry noted she would like to see a comment regarding the inclusion of an outdoor classroom setting at the entrance to 'the Landing', under the Programming section.

A. Paon noted that she would have another look through the Plan and move things around where appropriate. In response to CAO D. Kampen, A. Paon indicated she should have changes to the Plan made by the meeting date of next week.

Adjournment

Moved by Councillor D. MacInnis

Seconded by A. Murray

"That the meeting be adjourned." Motion carried.