



Southwest New Brunswick Service
Special Board Meeting – August 16, 2022, 6:00 pm
Purpose of Meeting: To gain consensus on
direction of Economic Development for SNBSC

Commission Members, Guests & Staff Present:

Winston Gamblin – Harvey	Annette Townes - Alternate
Heather Hatt – LSD	John Detorakis – St. George
Dennis Blair – LSD	Glenn Hawkins– LSD
Sam Walsh - LSD	Ken Stannix – McAdam
Jim Tubbs – LSD	Bonnie Morse – Grand Manan
Wade Greenlaw - LSD	Wayne MacQuarrie - LSD
Harvey Matthews - Campobello	Jamie Hirtle – St. Andrews
Hollis Bartlett – Staff	Barb Rayner - Guest
Maurice Robichaud – Facilitator	Scott Wright - Guest
Justin Hatt – Public	Courtney - Public

Call to order

Chair, K. Stannix called the meeting to order at 6:00 pm.

Declaration of Quorum, Acknowledgement of Visitors

Live streamed via YouTube.

Conflict of Interest Declarations

There were no conflicts of interest declared.

Adoption of Agenda

22-28 It was moved by W. MacQuarrie and seconded by H. Hatt to accept the agenda as presented.

MOTION CARRIED UNANIMOUSLY

Economic Development Delivery structure discussion

- Economic Development Coordinator hired by SNBSC to start January 2023
- Identify gaps in current service delivery, take a comprehensive inventory of the current state of offerings (groups & municipalities)
- Form a strategy for economic development
- Engage outside consultant/agency for strategic planning
- Consult with community groups, municipalities, etc.
- Define KPIs & goals
- Identify goals that align with the provincial mandate and RSC member direction
- Deliver Economic Development plan to Board by Q3
- Begin execution of plan Q3 2023 • Coordinate efforts of existing and ongoing economic development groups (independent and municipal) towards regional goals
- Use outside consultants, groups, and agencies as needed SNBSC Economic Development



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Tourism Promotion discussion

- In-house staff
- Identify gaps in current service delivery, take a comprehensive inventory of current services
- Engage external data analytics company to collect current visitor data information
- Create a strategic plan for tourism promotion based on data, gaps, underserved markets, and current regional service offerings. Plan to include marketing channels, planning for capacity building, identifying gaps and opportunities in the market, and regional branding. Done by RSC staff & external consultant. Anticipated plan completion Q3 2023.
- Begin to implement the plan, engage a creative marketing agency if required by the plan

Community Development & Transportation

- Transition of Vibrant Communities Charlotte County to RSC, VCCC executive director to become RSC Community Development Coordinator
- Adoption of ESIC mandate for Community Development
- Transform the current board of VCCC to an advisory committee to the RSC
- This transition to happen in November 2022

Financial Requirements & Opportunities

Economic Development = \$250k member contribution Includes cost for external planning consultant + public engagement, staff & costs + project specific PETL contribution based on KPIs and specific tasks (PETL contribution is estimated up to \$230k or \$8 per capita)

- Tourism Promotion = \$250k member contribution Data analytics = \$35,000 | Planning consultant = \$75,000 | Creative deliverables = \$90,000 | internal staff
- Community Development = \$35k member contribution ESIC to contribute base funding of \$66,000 + ongoing project costs
- Public Safety Committee costs = \$10,000
- Total budget required from RSC for new services: \$545,000

- Total tax base for RSC10 = \$3,150,000,000
- $(545,000 / (3,150,000,000/100)) = 0.0173$ or otherwise stated as \$0.0173 per \$100 assessment

* *Note: not every service is based on tax base alone, some are 50% tax base & 50% population. This figure may vary slightly depending on the service and are being delivered to and is for comparison only. Final detailed figures will be available in the 2023 budget.

Considerable discussion ensued.

H. Bartlett clarified this Board does not vote on the 2023 Budget, it will be approved by the Minister. It will be distributed at the next regular meeting, but ultimately approval does not rest with this Board.

A MacEachern feels strongly this whole process is moving way too fast. It's wrong, it's not a democratic way of doing things.



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Committee Structure

There is going to be an advisory committee for each of these new entities. H. Bartlett asked if these people should be council members, business owners, or a mixture. B. Morse feels each entity should have representation and should be assigned by each municipality. S. Walsh informed of the way PRAC members are chosen and feels this should be the same standard, by application with references.

K. Stannix felt a structure should be in place with each entity having representation.

Board Discussion

M. Robichaud insisted there needs to be a decision made tonight on the delivery mechanism for Economic Development and Tourism promotion.

H. Bartlett noted this is mandated, that there is a cost, and it must be passed on to the taxpayer.

H. Matthews noted that the province is going to collect their money for it, and the RSC is also going to collect, which he considers double dipping.

H. Bartlett gave a budget estimate earlier in the evening. It was meant as an estimate and will be discussed further at the budget meeting next week.

K. Stannix noted the consensus around the table to go with an internal employee.

Q&A with the Public

Next Meeting

Thursday, August 25th, 2022 @ 6:00 pm at the conference room at Hemlock Knoll,
Lawrence Station, NB

Minutes were recorded via YouTube and transcribed by Claudette MacLean, Staff.

Ken Stannix, Chair

Hollis Bartlett, Executive Director