

A Committee of the Whole meeting was in Council Chambers in Baddeck, on June 18, 2024, at 2:00pm with Deputy Warden Dauphinee in the Chair.

### **COUNCILLORS PRESENT**

District #2- Perla MacLeod

District #3- Bruce Morrison, Warden

District #4 – Barbara Longva

District #5 – Fraser Patterson

District #6 – Larry Dauphinee, Deputy Warden

District #7- Jackie Organ

District #8- Norman MacDonald

### **STAFF PRESENT**

Leanne MacEachen, CAO

Alix Redden, CFO

Stephanie MacLeod, Recorder

Jennifer Dagsvik, Communications

### **ABSENT**

District #1- Paul MacNeil

Deputy Warden Dauphinee welcomed everyone and acknowledged that this meeting is being held in Unama'ki, one of seven traditional districts of Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaw People.

### **CALL TO ORDER**

Deputy Warden Dauphinee called the meeting to order.

***On Motion of Warden Morrison seconded by Councillor MacLeod that the Agenda for June 18, 2024, be approved with the noted changes.***

***Motion Carried.***

***On Motion of Councillor Longva seconded by Councillor MacDonald that the Minutes for May 13, 2024, and the April 13, 2024, Budget Minutes be approved.***

***Motion Carried.***

## **EDO PRESENTATION – TYLER MATTHIES AND DAVID CAMPBELL**

The presentation can be accessed by clicking on the link below:

[20240618-CB-REN-Victoria-County-Presentation-Forward-Together](#)

Mr. Matthies requested the following from Council:

1. Endorse the Liaison Oversight Committee's (LOC) acceptance of the ***Forward. Together.*** plan as the Economic Development Strategy of the CB REN and commit to aligning Richmond County's economic development efforts with ***Forward. Together.*** as well.
2. Agree to sign the Multi-Party First Nations and Municipal Agreement, as endorsed and recommended by the CB REN Liaison Oversight Committee (LOC).

Councillor MacLeod made the recommendation to approve these requests at the next Council meeting.

## **QUESTIONS**

Councillor Patterson said he appreciates the consistency and vision of Victoria County's EDO, Parker Horton, in particular with his work on the EV study and requested an update on this from Mr. Horton.

DESTINATION CAPE BRETON PRESENTATION – TERRY SMITH



## Marketing Levy Update

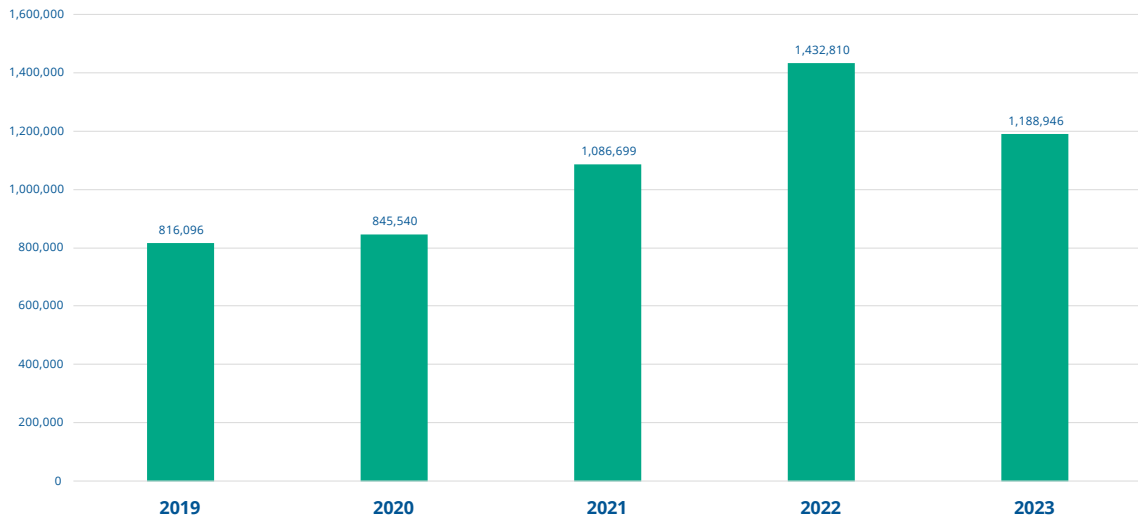
- 3% rate applied to all fixed-roof accommodations came into effect January 1, 2024
- New reporting platform – CheckIn Analytics
- Amendment to Provincial legislation requires all platforms to collect and remit levies to municipalities
- Levy education position being established

Baddeck Waterfront



**2023 Results**

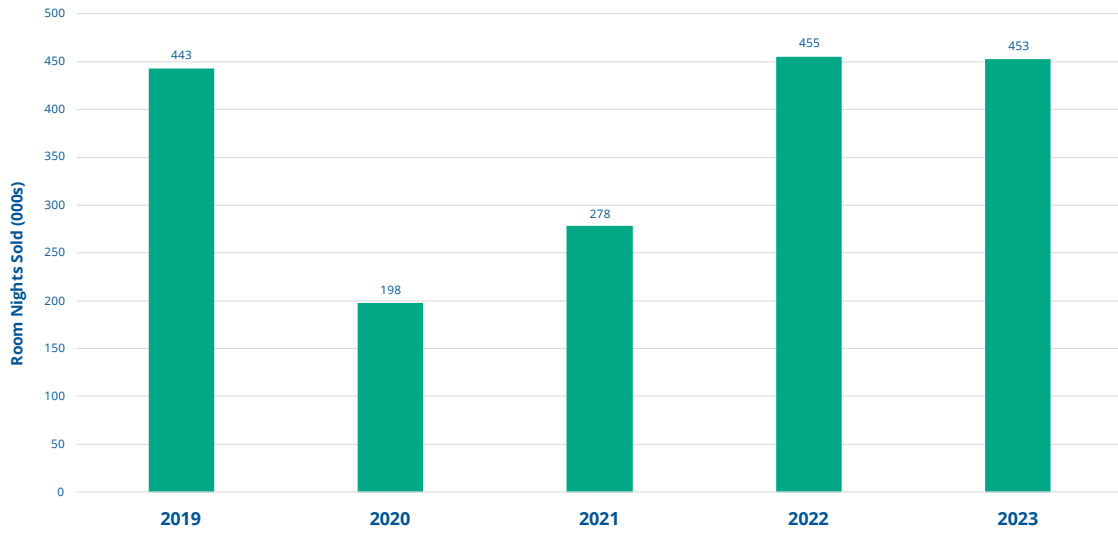
**visitcapebreton.com Sessions**
  
 Five-year Trend, 2019-23



Source: Google Analytics

Sessions were down 17%, but clicks to operator websites were up 120%

### Registered Room Nights Sold 2019-23



Source: Tourism Nova Scotia

Room nights sold were down 1%, but tourism spending was up 14%





Ski Cape Smokey

## Economic Forecast

### Economic Growth Projections

	2024	2025	2026
Canada	0.5%	1.5%	2%
US	1.5%	1.7%	2%

- TD Economics

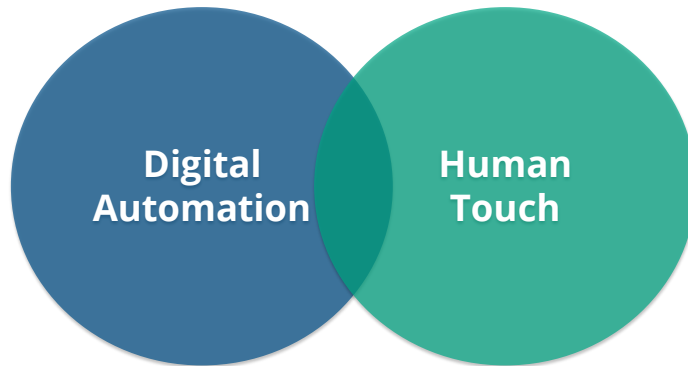
Strong economic headwinds from inflation and higher interest rates will continue to impact disposable incomes in 2024.

- Destination Canada

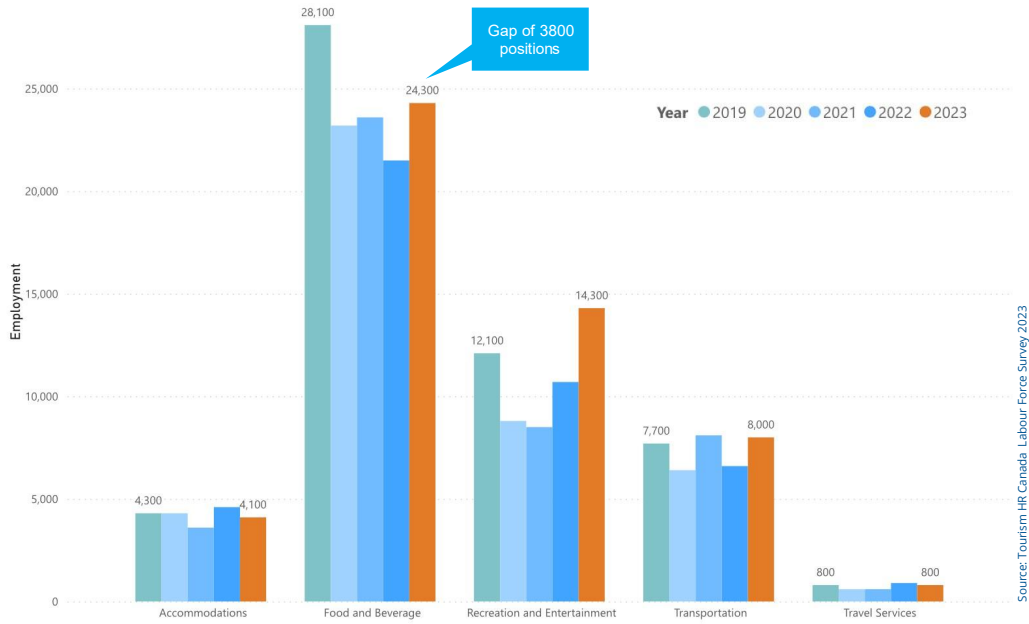


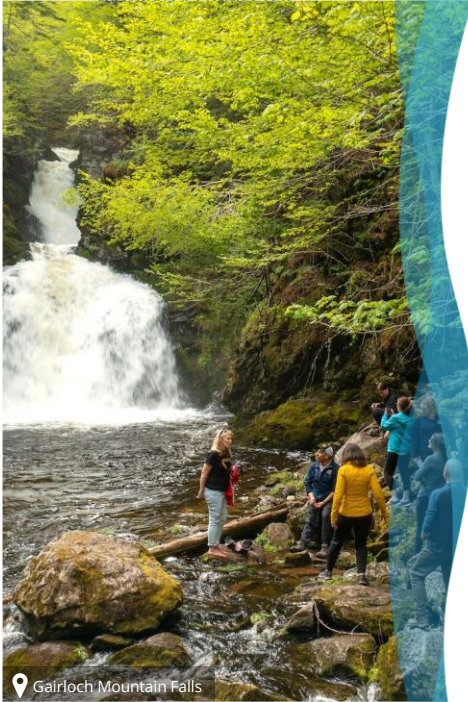
Alexander Graham Bell National Historic Site

## The Travel Context

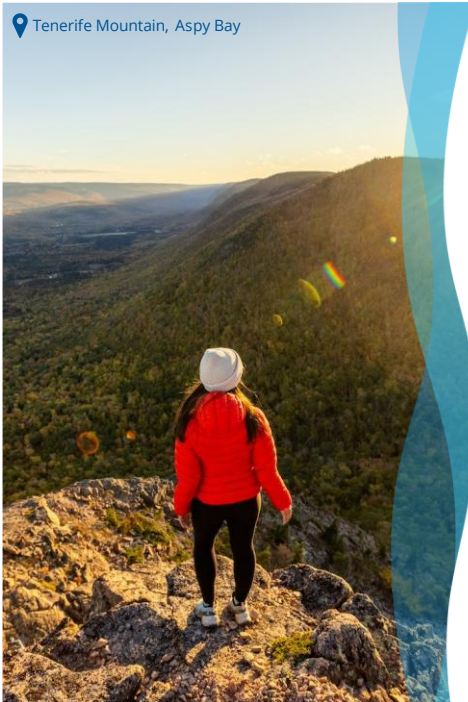


### Tourism Employment in Nova Scotia





Gairloch Mountain Falls



Tenerife Mountain, Aspy Bay

## Visitor Economy Future Growth

### Extend Length of Stay

Extending the average length of stay from 4.4 days to 5.4 days = \$125 M

### Growing Year-round Tourism

Increasing tourism between November and April by 12% = \$70 M

### Attracting High-value Visitors

Increasing the average visitor spend by 10% = \$58 M

– *Unama'ki-Cape Breton Island Economic Impact Assessment for the Tourism Industry: KPMG*

## Goals

1. Enhance the brand as a bucket-list destination and one of the top islands in the world
2. Responsibly grow visitation, with emphasis on shoulder and winter seasons
3. Increase average length of stay by one day
4. Increase average visitor spend by 10%
5. Elevate the quality of the visitor experience
6. Become recognized as a truly sustainable and inclusive destination





## Enhancing the Brand

1. New campaign focused on connection with the Island, its culture and its people
2. Concierge network
3. Cape Breton Island Official Ambassador program



## Growing Year-round Visitation

1. Expansion of marketing program – more advertising, more content
2. Increased events focus
3. Continue to develop winter, spring and fall – e.g. Waterfall Season
4. Increase air access



📍 KitchenFest, St. Ann's

## Increasing Length of Stay

1. Week-long messaging
2. Focus on curating as many events around the Island as possible
3. Travel Companion mobile app



📍 Neil's Harbour Chowder House

## Increase the Average Spend

1. Work with communities and tourism operators to build their evening economies
2. Target more high-value guests in marketing campaigns
3. Implement booking engine into website and the Travel Companion app



## Elevating the Visitor Experience

1. Work with partners to support the development and enhancement of experiences
2. Food and Beverage workforce task force
3. Grow marine tourism
4. Implement an investment attraction program



## Questions?

### QUESTIONS

Councillor MacDonald asked how many rooms Cape Breton currently offers, and Mr. Smith said, including short term rentals, there are about 3500 rooms.

### DISCUSSION FOR RECOMMENDATIONS

*DISPOSAL OF TREATED WOOD:*

The ban starts July 5, 2024.

Manager of Public Works submitted a Recommendation Report and was sent prior to council members. The recommendation is to:

- Amend the current Municipal Fee Policy to reflect actual costs to ship and dispose of treated C&D material in Guysborough for ICI customers at a rate of \$96.41. Keep the residential C&D tip fee rate of \$85.00/MT at the Baddeck Waste Management Facility.
  - Various flat rate fees for the disposal of treated C&D in Dingwall.

Council agreed with the recommendation to amend the current Municipal Fee Policy to include a newly established tip fee rate for disposal of treated wood for ICI customers.

*YARD SALE BY-LAW:*

Council directed staff to prepare a draft of a Yard Sale By-Law and forward any comments or suggestions to the CAO. Warden Morrison suggested this by-law is a high priority. CAO MacEachen reminded Council to consider enforcement of this by-law, if it were to go through as we currently do not have a By-Law Control Officer.

Councillor Patterson had to leave the meeting early at 3:43pm.

*FUNDING REQUEST FROM THE VILLAGE OF BADDECK:*

The Village Of Baddeck has asked that the County fund half of their sewer system study, they received funding of \$200,00.00 or \$250,00.00 it's a \$500,00.00 study, they are requesting \$250,000 from Victoria County to help cover the costs of that study.

Council requested that the Village of Baddeck make a presentation to Council regarding this request.

**QUESTIONS FROM THE PUBLIC**

No members of the public were present.

**NEXT MEETING**

TBD

**ADJOURN**

Councillor MacDonald called to adjourn at 3:53pm