

Municipality of the District of Lunenburg
Minutes of a Meeting of the Policy & Strategy Committee
Held in Council Chamber, 10 Allée Champlain Drive, Cookville, N.S.
Tuesday, January 21, 2025 – 9:00 a.m.

Attendance

Deputy Mayor Chasidy Veinotte, District 10, Chair
Councillor Alison Smith, District 6, Vice Chair
Mayor Elspeth McLean-Wile
Councillor Morgen Reinhardt, District 1
Councillor Martin Bell, District 2
Councillor Wendy Oickle, District 3
Councillor Pam Hubley, District 4
Councillor Cathy Moore, District 5
Councillor Edgar Burns, District 7
Councillor Kacy DeLong, District 8
Councillor Ben Brooks, District 9

Staff

Tom MacEwan, Chief Administrative Officer
Alex Dumaresq, Deputy Chief Administrative Officer
April Lohnes-Whynot, Municipal Clerk
Joanne Powers, Executive Assistant

1. Call to Order

Deputy Mayor Veinotte called the meeting to order at 9:00 a.m. and began by acknowledging that the meeting was held in Mi'kma'ki, the traditional territory of the Mi'kmaq people.

2. Announcement, Acknowledgements, Recognition

Councillor Oickle declared a Conflict of Interest for Item 9.4.1 – Cluster Development Regulations.

3 Public Input

Andrew Himmelman, Newcombville, raised concerns regarding the following:

- residents traveling from Victoria Ridge in Wileville to other areas using mobility scooters along the highway, which has no sidewalks being dangerous;
- Public transit not equipped to carry scooters;
- Suggested buses could be stored at former Wileville Fire Department; and
- Raised concerns on the proposed purchase of garbage receptacles and swings not being purchased local.

Both Jim Eisenhauer and Duncan Crowdis, of Second Peninsula, spoke about the Cluster Development Regulations and encouraged that the process move ahead and not wait for the MODL2040 process.

Morgan MacDonald, Crousetown, Managing Director of SUMAC Development Limited, advocated for affordable housing for urban areas.

4. Changes/Approval of Agenda (as circulated)

It was requested that Item 9.4.1 Cluster Development Regulations be moved to the beginning of the agenda after the presentation.

Moved by Councillor Bell, seconded by Councillor Hubley that the January 21, 2025, Policy & Strategy Committee agenda be approved as amended. Carried unanimously.

5. Approval of Minutes – November 19, 2024

The Minutes of November 19, 2024, were approved.

6. Business Arising from Minutes – Nil

7. Presentations/Scheduled Times

7.1 South Shore Public Libraries

Ashley Nunn-Smith, CEO & Chief Librarian, reviewed the presentation entitled, “South Shore Public Libraries Community Highlights” (included in the agenda package). Items included:

- Something For Everyone
- Weekly Open Hours per Location (2023-2024)
- In-person Visits per Open Hour (2023-2024)
- Branch Comparison (2023-2024)
- Core & Innovative Library Service
 - Supporting Family Literacy
 - Imagination & Play
 - Program Attendance (5-year trend)
 - Study & Workspace
 - Same Page
 - Physical & Digital Borrowing (5-year trend)
 - Bookmobile
 - COVID-19 Rapid Test Distribution
- Library Expenditure
 - Per Capita Expenditure (2023-2024)
 - Collection spending per Capita (2023-2024)

- Annual Borrowing per Capita (2023-2024)
- 2024 Highlights
 - Active, Healthy Living
 - Pride Programming
 - Truth & Reconciliation
 - Food Literacy
 - Lunenburg Lit Fest
 - Marketing Audit
- What's Next for SSPL
 - Library Funding Formula
 - Total Staff (FTE)
 - Key Performance Indicators
 - Staff Ratios
 - Library Staff Salary Benchmarking
 - Public & Academic Market Comparators
 - Summary

Ms. Nunn-Smith spoke about their award winning program, Caring Calls, where calls are made to residents who have registered at the library to fight against isolation and loneliness.

Questions were asked about the following:

- Space adequacy needs;
- Community partnering for bookmobile services;
- Community consultation of potential library locations.

Ms. Ashley Nunn-Smith left the meeting.

Deputy Mayor Veinotte, Chair and Vice Chair Councillor Smith requested that the Committee permit Mayor McLean-Wile to Chair the discussion on item 9.4.1 Cluster Development as they both wished to speak on the matter.

Moved by Councillor Burns, seconded by Councillor DeLong that the Committee allow the Mayor to Chair the meeting. Carried unanimously.

The meeting recessed at 9:57 a.m. and resumed at 10:06 a.m.

Councillor Oickle left the table as she declared a Conflict of Interest

9.4 Planning & Development

9.4.1 Cluster Development Regulations – Request for Direction

Jacob Macpherson, Planner 1, and Reid Shepherd, Deputy Director of Planning & Development Services, reviewed the presentation entitled, “PSC Presentation Cluster Development” (attached to the minutes). The topics discussed included:

- Cluster Development means...
 1. Six or more dwelling units contained in two or more dwellings on a single lot,
 2. That is partly or entirely un-serviced by municipal water and sewer,
 3. Including new phases or units in a phased-development condominium with six or more dwellings units overall,
 4. A recreational vehicle parking site is not considered a Cluster Development.
- Cluster Regulation Highlights
- Project Timeline

Clarification was provided on how the threshold was determined through consultation, and the impacts of waiting to create regulations. The Committee consensus was to move ahead and conduct first reading.

Moved by Deputy Mayor Veinotte, seconded by Councillor Smith that the Policy & Strategy Committee recommends that Municipal Council give notice of its intention to amend the Municipal Planning Strategy and Land Use by-law to include new sections containing the regulations related to cluster development found in Appendix A and B, and to conduct First Reading. Carried unanimously.

Moved by Councillor DeLong, seconded by Councillor Hubley that the Policy & Strategy Committee recommends that Municipal Council set a date and time for a Public Hearing for the amended Municipal Planning Strategy and Municipal-Wide Land Use Bylaw regulations on a future date, in Council Chambers, and further that Municipal Council instruct staff in the meantime to schedule a public information meeting to inform residents about the implications of the new regulations prior to the public meeting. Carried unanimously.

Deputy Mayor Veinotte resumed as Chair and Councillor Oickle returned to the table.

8. Referral from Council – Nil

9. Staff Reports

9.1 Administration Department

9.1.1 Draft Strategic Priorities Report

Alex Dumaresq, Deputy CAO, reviewed the presentation entitled, “Council’s Draft Strategic Priority Areas” (attached to the minutes). The presentation included the following topics:

- Background
- Council Vision, Mission & Values
- MODL Strategic Priorities 2023-25

- Councils' 4 Strategic Focus Areas:
 - Regional Economic Development
 - Infrastructure Upgrades, Expansion, and Management
 - Quality of Life
 - Communication & Engagement
- Analysis
 - Major Projects – Highly Aligned
 - Mandatory Projects
 - Existing and Potential Projects
 - Regional Economic Development
 - Infrastructure Upgrades, Expansion, and Management
 - Quality of Life
 - Communications & Engagement
 - New Projects & constraints
 - Climate Change Action
 - Lenses for Evaluation 2024-2028
 - Public Engagement

Climate change and social inclusion was discussed. It was felt that these topics could be discussed after the public consultation. The Committee discussed affordability and was in favour of including it.

The Committee recessed at 12:01 p.m. and resumed at 1:01 p.m.

Moved by Councillor Hubley, seconded by Mayor McLean-Wile that the Policy & Strategy Committee recommends to Council that Municipal Council adopt in draft form the Strategic Priorities as presented. Carried unanimously.

Moved by Councillor Bell, seconded by Councillor Oickle that the Policy & Strategy Committee recommends to Council that Municipal Council adopt the following lenses for evaluating projects and proposals in 2025/26:

- **Strategic Alignment**
- **Financial/Budget**
- **Climate Change & Sustainability**
- **Equity, Inclusion, Diversity and Accessibility**
- **Strategic Communications.**

Opposed – Councillor Brooks. Motion carried.

Moved by Councillor Smith, seconded by Councillor DeLong that the Policy & Strategy Committee recommends to Council that Municipal Council direct staff to proceed with a public engagement event to gather feedback on the draft strategic priorities and launch the 2025/26 Municipal Budget Engagement work. Carried unanimously.

9.1.2 Communication & Public Engagement Options Report

Sarah Kucharski, Manager Corporate Services and Communications, discussed the presentation entitled, "Communication and Engagement January 2025" (attached to the minutes). It covered the following topics:

- Public Engagement
- Current Engagement
- Engagement with Council
- Options for Improved Public Engagement
- Public Communications
- Options for Improved Public Communication
- Council Meetings & Procedure
- Resources
- Next Steps

Discussion on analogue mailouts and value, council meetings in communities and evening, budgets and procurement and councillor communication were discussed, and direction was given to prepare costing for budget process.

Moved by Councillor Hubley, seconded by Councillor Oickle that the Policy & Strategy Committee direct staff to prepare a revised Strategic Public Engagement & Communications Plan based on the discussion today and forward to the 2025-26 budget deliberation process Carried unanimously.

Moved by Mayor McLean-Wile, seconded by Councillor Moore that the Policy & Strategy Committee recommend to Council that Municipal Council pass a resolution to set a meeting time of 6:00 p.m. for the Council meeting regularly held on the second week of the month, beginning April 8, 2025. Carried unanimously.

9.1.3 New MODL Policy 102 – Audit Committee

Elana Wentzell, Director of Finance reviewed the report entitled, "New Policy 102 Audit Committee" (included in the agenda package). She explained that when the Financial Reporting and Account Manual (FRAM) legislation was introduced in 2017, it required all municipalities to have separate Audit Committees, MODL already had one comprised of all Council Members. At that time, it was determined that updating the Committee Terms of Reference would satisfy the requirements of the legislation, but staff believe that changing the Terms of Reference to a Council policy provides more public transparency of the Committees' responsibility.

Moved by Councillor Moore, seconded by Councillor Hubley that the Policy & Strategy Committee recommend to Council that Municipal Council adopt new Policy 102, Audit Committee as presented and hereby gives seven days' notice of Councils' intention to adopt on January 28, 2025. Carried unanimously.

9.1.4 Repeal & Replace Policy 003 “Council Members’ Remuneration, Benefits & Expenses”

April Whynot-Lohnes, Municipal Clerk and Elana Wentzell, Director of Finance, reviewed the report entitled “Repeal & Replace Policy 003 “Council Members’ Remuneration, Benefits & Expenses” (included in the agenda package).

The Municipal Government Act (MGA) requires each municipality to adopt an expense policy and hospitality policy. Subsection 23(7) requires that by January 31st immediately following a regular election, Council must review the policies and by motion, either re-adopt the policies or amend them.

Discussion was held regarding expenses incurred by Councillors if they produce a newsletter for within their district and whether those expenses would be covered. Direction was given to include councillor public communication expenses as an allowable expense within the existing budget.

Moved by Councillor DeLong, seconded by Councillor Smith that the Policy & Strategy Committee direct staff to add language that includes constituency related communications as an allowable expense within the current budget parameters. Opposed: Deputy Mayor Veinotte and Councillor Bell. Motion carried.

Moved by Councillor Oickle, seconded by Councillor Moore that the Policy & Strategy Committee recommend to Council that Municipal Council repeal and replace Policy 003, Council Members’ Remuneration, Benefits & Expenses as presented and hereby gives seven days’ notice of Council’s intention to repeal and replace on January 28, 2025.

Clarification on why Councillors are not able to claim travel within their constituency was provided.

Motion was voted on and carried unanimously.

9.1.5 Amend & Re-adopt Policy 077 “Gifts and Hospitality”

Elana Wentzell, Director of Finance, and April Whynot-Lohnes, Municipal Clerk, reviewed the report entitled “Amend & Re-adopt Policy 077 “Gifts and Hospitality” (included in the agenda package). The MGA requires that each municipality adopt an expense policy and a hospitality policy by January 31st immediately following a regular election.

Moved by Mayor McLean-Wile, seconded by Councillor Hubley that the Policy & Strategy Committee recommend to Council that Municipal Council amend and re-adopt Policy 077, Gifts and Hospitality as presented and hereby gives seven days’ notice of Council’s intention to amend and re-adopt on January 28, 2025. Carried unanimously.

Committee recessed at 2:35 p.m. and resumed at 2:43 p.m.

9.2 Finance Department

9.2.1 MODL Policy 049 - Property Tax Rebate for 2025-26

Elana Wentzell, Director of Finance, reviewed the report “Policy 49 – Property Tax Rebate for 2025-26” (included in the agenda package). The Property Tax Rebate Program is one of the ways that Council supports low-income homeowners by granting a property tax rebate based on household income.

Ms. Wentzell explained that the current policy mandates that annual CPI adjustments are made to both the income thresholds and the rebate amounts. However, after analyzing the interest effect on the applicants to date, staff are recommending that an amount be added to each rebate category in the next fiscal year to cover interest charges between the interim and final tax billing due dates.

Direction was given to staff to adjust household income ranges to provide substantial benefit to those homeowners near the thresholds and to consider household size in the following year.

Moved by Councillor Burns, seconded by Councillor Bell that the Policy & Strategy Committee recommend to Council that Municipal Council include the changes to the Property Tax Rebate Policy in the 2025-26 Draft Operating Budget for Council consideration:

- **Households with income under \$30,750 a maximum rebate of up to \$680**
- **Households with incomes between \$30,751 to \$45,000 a maximum rebate of up to \$475**
- **Households with incomes between \$45,001 to \$60,000 a maximum rebate of up to \$270.**

Ms. Wentzell added that a policy update will be brought back for approval that will address interest charges.

Carried unanimously.

9.3 Recreation Department

9.3.1 South Shore Pickleball Club Request

Trudy Payne, Director of Recreation, Parks & Tourism, reviewed the report entitled “South Shore Pickleball Club Request” (included in the agenda package). She outlined that in December 2024, the South Shore Pickleball Club made a presentation to Council to consider entering into a Management Agreement with the Club enabling them to build and maintain six pickleball courts on land that forms part of the Municipal Activity and Recreation Complex (MARC) in Dayspring. Part of the club’s request was to allocate the \$800,000 currently set in a municipal reserve fund towards the construction of the courts.

Items to be considered in the Management Agreement, included the club's fundraising efforts, noise mitigation, and public access at a reasonable cost.

Moved by Councillor Bell, seconded by Councillor Hubley that the Policy & Strategy Committee recommend to Council that Municipal Council authorize staff to draft a 5-year Management Agreement with the South Shore Pickleball Club for establishing six outdoor pickleball courts on PID60413234, part of the Municipal Recreation Activity Complex (MARC), and further that the Agreement be brought back to Council for final approval. Opposed – Councillor Brooks. Motion carried.

10. Mayor's/Deputy Mayor's/Councillors' Matters

11. Added Items – Nil

12. In Camera - Nil

13. Adjournment

There being no further business, the meeting adjourned at 3:59 p.m.



PSC Presentation

Cluster Development

January 21st, 2025





Crash Course in Cluster Development

Cluster Development means...

1. Six (6) or more Dwelling Units contained in two or more Dwellings on a single Lot
2. that is partly or entirely un-serviced by municipal water and sewer,
3. including new phases or units in a phased-development condominium with six (6) or more Dwelling Units overall.
4. A Recreational Vehicle Parking Site is not considered a Cluster Development.

1. Six (6) or more Dwelling Units contained in two or more Dwellings
on a single Lot

- Dwelling unit: **Room(s)** that may be used as a residence by one individual household
- A dwelling: **A building** that contains at least one dwelling unit



1

2

3

4

5

6

6 units

6 dwelling units

A cluster development



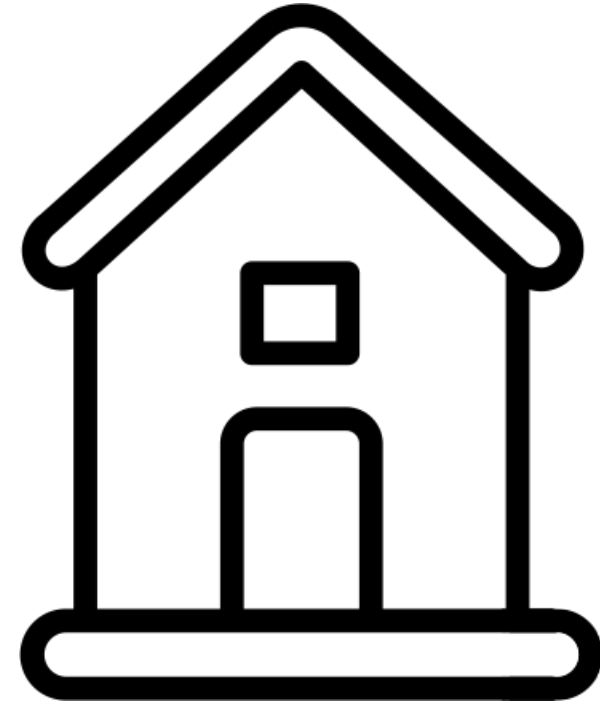
1

2



3

4



5

5 units

3 dwelling units

Nearly a cluster development..



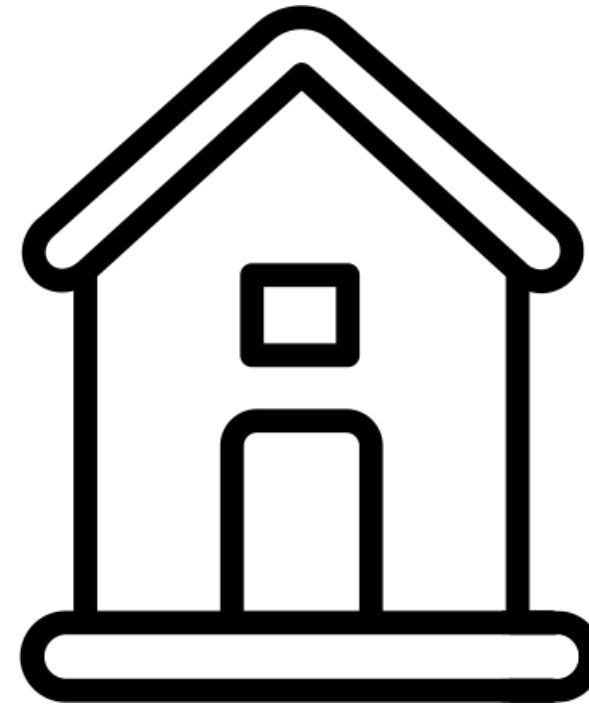
1

2

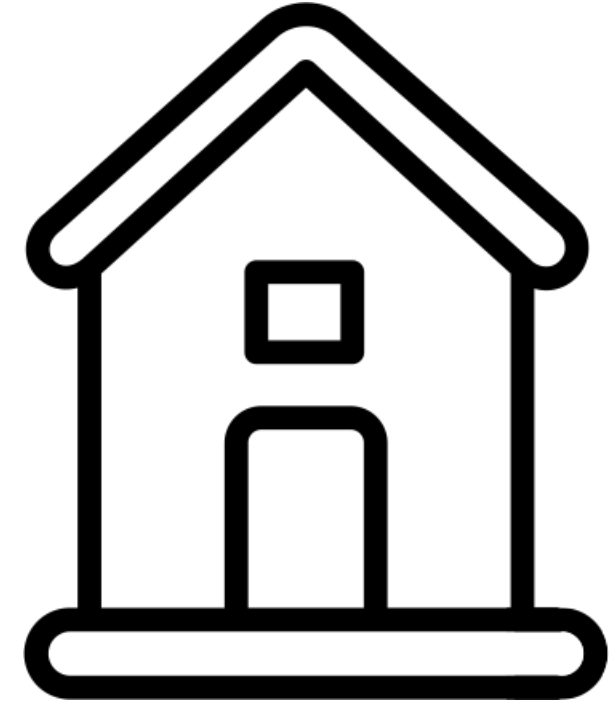


3

4



5



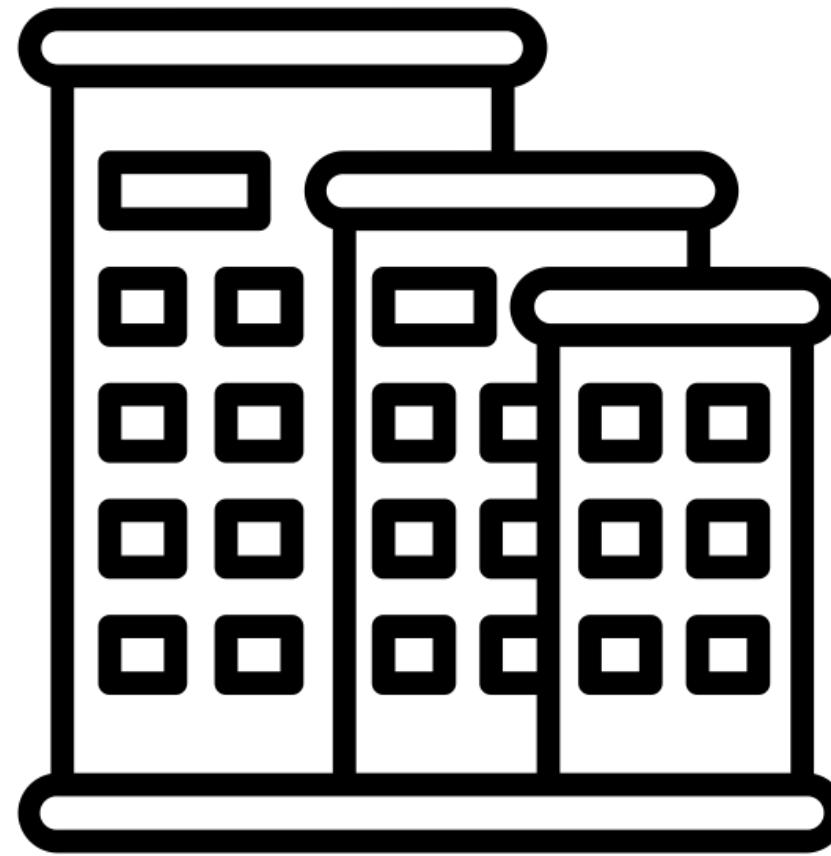
6

6 units

4 dwelling units

Now it's a cluster development

(A 6 unit apartment)



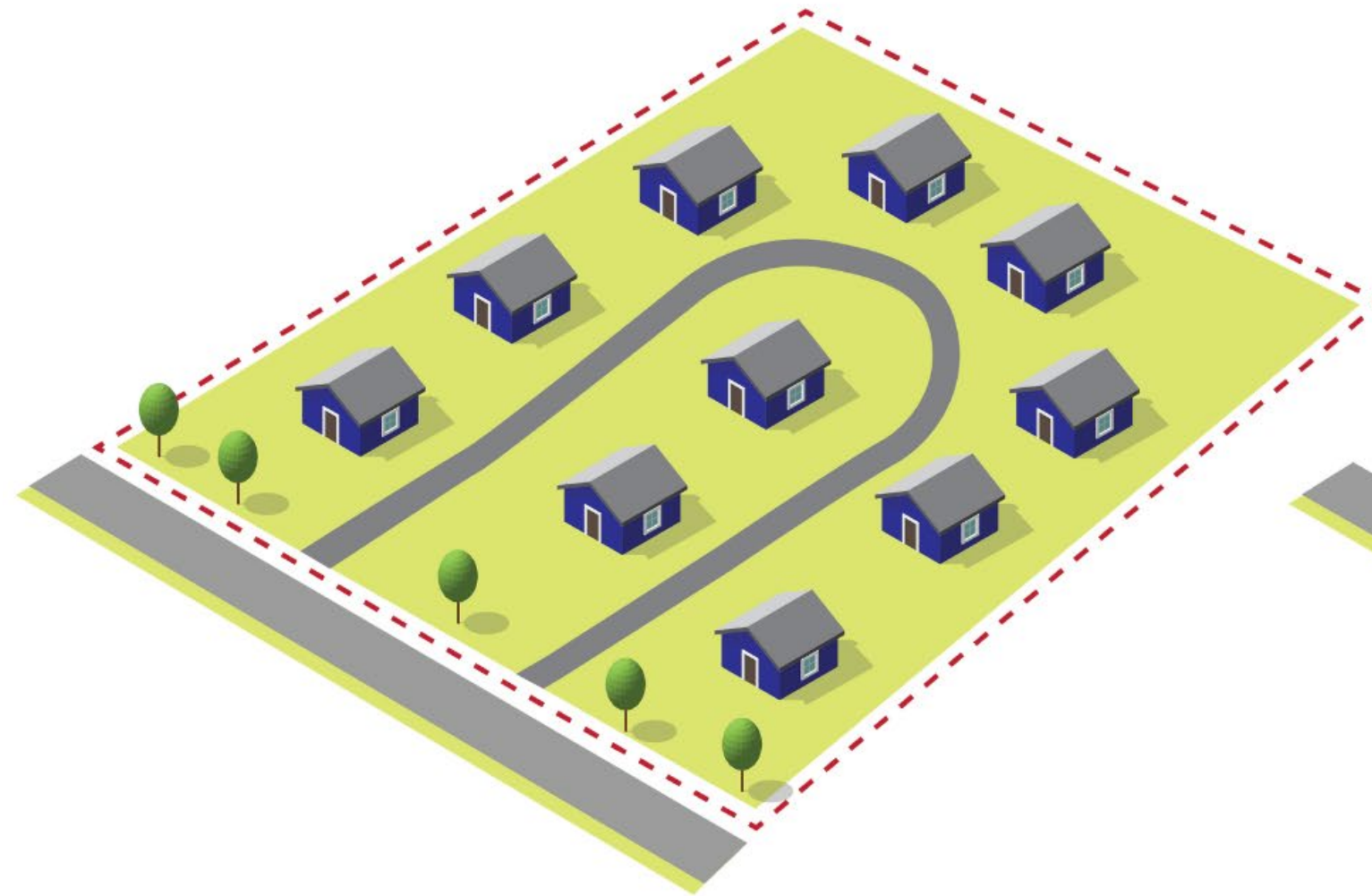
6 units

1 dwelling unit

**Not a cluster development,
must be 2+ dwelling units**

1. Six (6) or more Dwelling Units contained in two or more Dwellings on a single Lot

Cluster Development



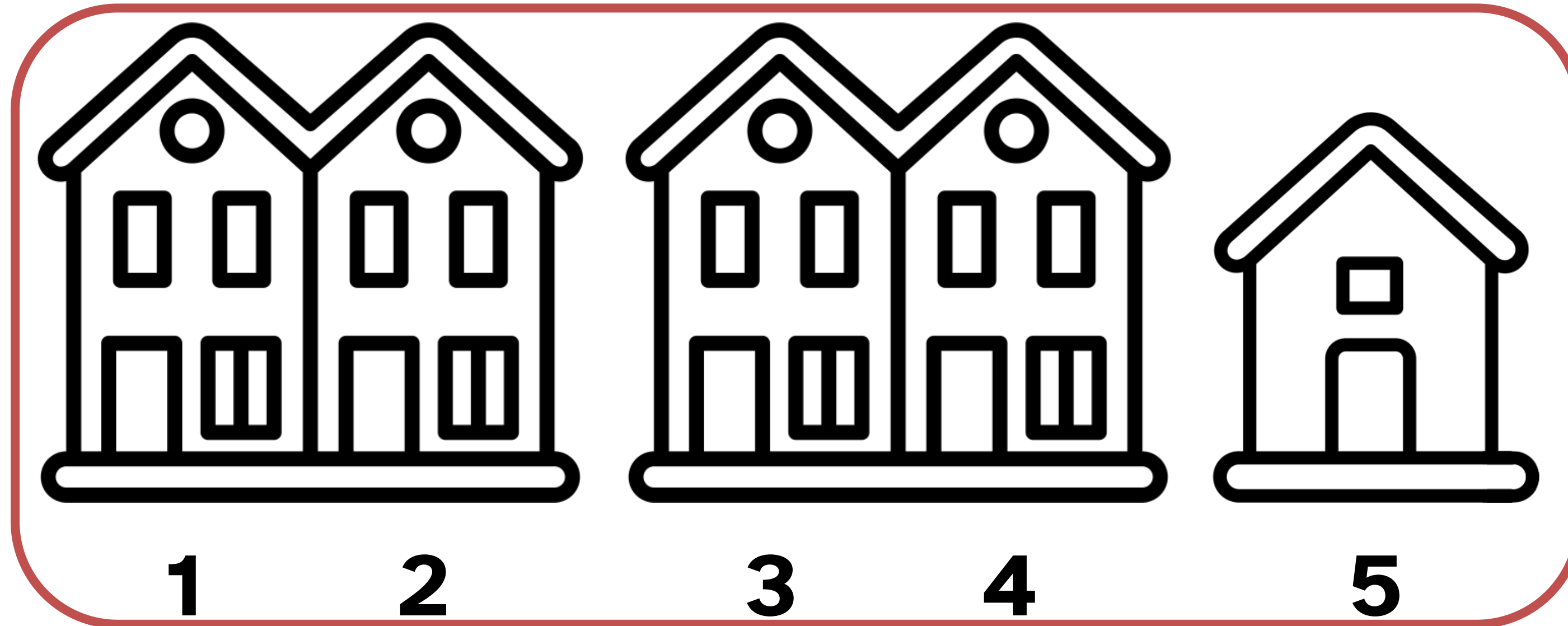
Subdivision



2. that is partly or entirely un-serviced by municipal water and sewer,

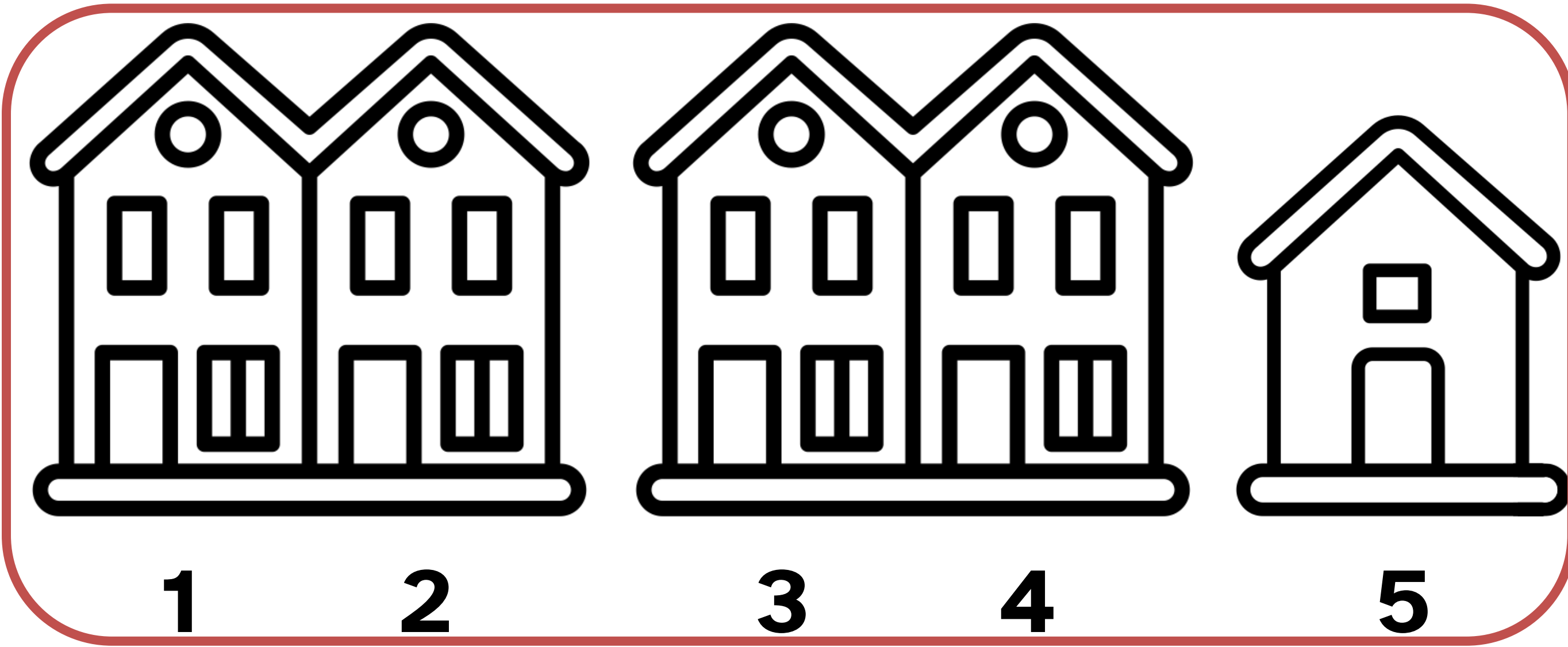
- The regulations are intended to apply to unserviced developments.
- ‘Partly unserviced by central water and sewer’ - a well and or septic system is used.

- 3.** including new phases or units in a phased-development condominium with six (6) or more Dwelling Units overall.
- Phased-Development Condominium: An ownership structure where, through a condominium corporation, lots for development and other responsibilities are divided out. This division is done in phases.
 - This detail ensures all phases are included when defining a cluster development.

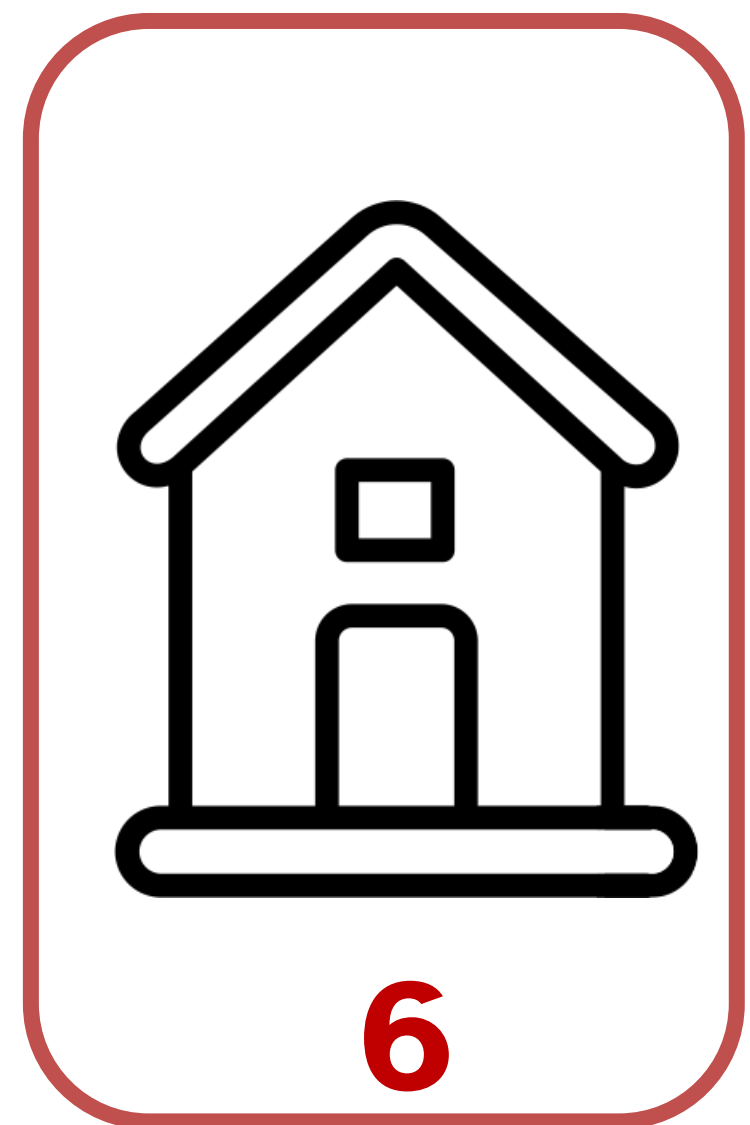


Phase 1

Nearly a cluster development...



Phase 1



Phase 2

Now it's a cluster development

4. a Recreational Vehicle Parking Site is not considered a Cluster Development.

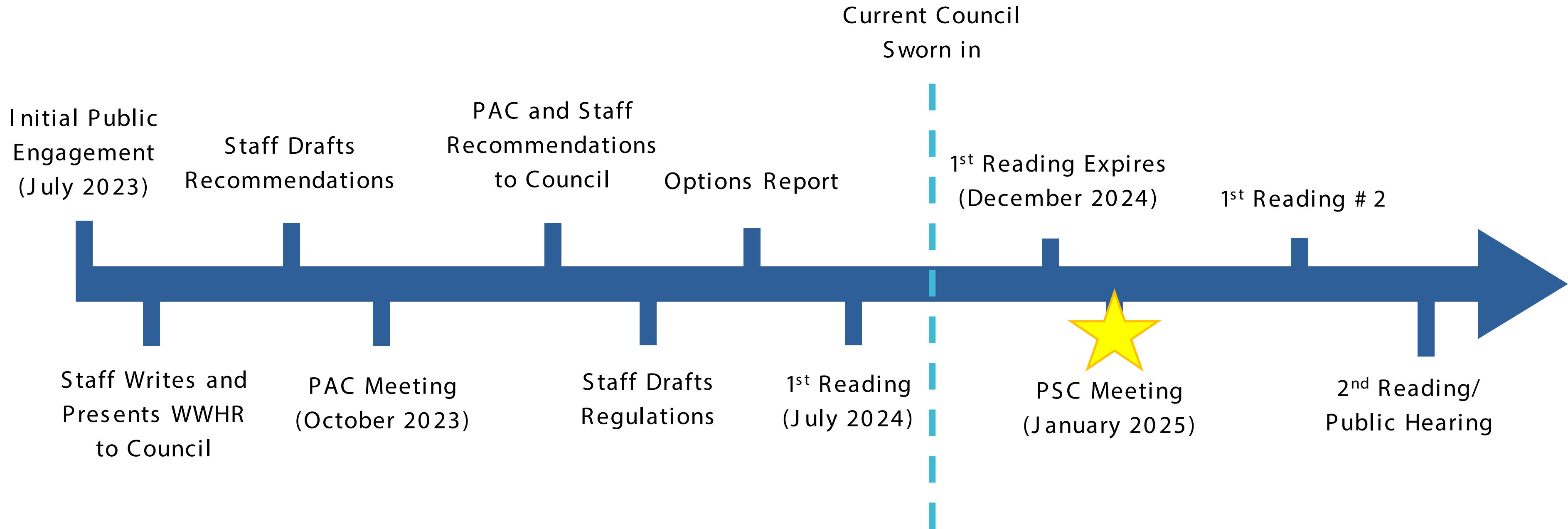
- To provide distinction
- RVs are typically regulated separately



Cluster Regulation Highlights

- Approved by **Development Agreement**, considering specifics of...
 - Road design, traffic impacts, emergency vehicles
 - Stormwater, drainage, and flooding
 - Availability of water supply
 - Ecological/species at risk impact
 - And more

Project Timeline



Recommendation

“That PSC recommend to Council to direct staff to Incorporate the Cluster Development regulations into the MODL2040 project.”

Council's Draft Strategic Priority Areas



Policy & Strategy Committee
January 2025

Background

- Council has laid out broad vision and mission statements
- Strategic priorities are key part of establish budget plans and options
- Staff report summarizes where last council was and proposes new statements for Council consideration



Council Vision

The breathtaking, natural beauty of the Municipality of the District of Lunenburg is home to thriving communities with unique cultural identities. Growth centres support our diversified economies, driven by our residents' passion for the place they call home.

With our strong economy, we can live, work and raise families here. We are a destination for visitors, attracted to our vibrant parks, beaches, and hiking trails. As leaders in sustainability, we passionately protect our natural environment.



Council Mission & Values

Values

- **Thriving Communities:** We encourage meaningful connections.
- **Act with Integrity:** We are accountable and strive to provide exceptional leadership within our municipality.
- **Respect and Kindness:** We value the uniqueness and diversity of our communities, welcoming everyone with respect and kindness.
- **Equity and Inclusion:** We take action to change and grow to be a truly diverse, equitable, and inclusive municipality.
- **Ready for Action!:** We are innovators, economic leaders, and collaborative partners.

Mission

We are:

- Responsible financial managers
- Strategic planners
- Sustainable community builders
- Collaborative engagers





MODL STRATEGIC PRIORITIES

2023-2025



OSPREY VILLAGE GROWTH CENTRE

MODL is kickstarting over 500 new residential units in the area, including agreements for affordable housing. In partnering with Lumia Health, we will also develop a Community Hub and collaborative health centre. Water and wastewater infrastructure upgrade projects will ensure the support of this area's commercial growth.



RE-CREATE! PARKS

A multi-year investment is planned to provide significant upgrades to existing parks and recreation facilities. Community engagement will help guide redevelopments as well as audits of the existing parks to identify accessibility needs and maintenance recommendations.



CLIMATE CHANGE ACTION PLAN

The Municipality will continue to build on the progress made to address carbon emissions, with a goal to reach net-zero emissions by 2050. This includes plans to address local food security, home efficiency, achieving net-zero emissions for municipal facilities and fleet, creation of public and electric transportation options, and supporting the development of green renewable energy.



MODL 2040 MUNICIPAL PLANNING STRATEGY

The Municipality will develop a comprehensive Municipal Planning Strategy and Land Use By-law to meet the province's regulations requiring land-use planning across all municipalities. This is a major policy, and public engagement effort which will be a critical tool in guiding development in our communities moving forward.

COUNCIL STRATEGIC PLANNING



Councils 4 Strategic Focus Areas

Regional
Economic
Development

Infrastructure

Quality of Life

Communications
& Engagement



Regional Economic Development

- Support initiatives that focus on regional economic development
 - Commercial development (cell service, zoning, advocate for small business)
 - Regional industrial park (investment for future tax benefit)
 - Collaborate with partners on regional economic development platforms



Infrastructure Upgrades, Expansion, and Management

- Planning and investing for growth
 - Collaborate regionally to expand infrastructure that supports growth
 - Create a plan that identifies needed infrastructure to support all types of housing
 - Strengthen recreational assets to support our growing diverse communities



Quality of life

- Programs and services to maintain and improve the quality of life and affordability for our residents
 - Address loneliness/ reconnecting community
 - Recreation, parks & programs
 - Celebrating & preserving communities



Communication & Engagement

- Building a strong community fabric
 - Improve and increase public communication
 - Improve and increase public engagement
 - Focus on rebuilding community fabric



ANALYSIS



Major Projects - Highly Aligned

- Comprehensive Land-use Planning
- Public Transit
- Housing Strategy
- Collaborative Health Centre & Municipal Space
- Investment in Recreation Infrastructure



Mandatory Projects

- Cookville Water & Wastewater Upgrades
- Mandatory Minimum Planning
- Former Centre School Remediation



Regional Economic Development

- New initiatives identified by Council
 - Establishing Regional Economic platforms/partnerships
 - Explore collaboration on a regional industrial park
 - Expand advocacy on improving cell service
- Examples of Existing work with alignment:
 - Regional E-permitting for Building services
 - Business retention, promotion and expansion



Infrastructure Upgrades, Expansion, and Management

- New initiatives identified by Council
 - Establishing Priorities for Recreation investment
- Examples of Existing work with alignment:
 - Re-create Parks project
 - Water & Wastewater investments to allow high density housing



Quality of Life

- New initiatives identified by Council
 - Programming and grants that address loneliness and reconnecting community
- Examples of existing work with alignment:
 - Extensive Municipal Grant programs for community facilities and services
 - Homeowner Clean Energy & Water financing programs
 - Property tax rebate - targeted relief



Communications & Engagement

- New initiatives identified by Council
 - Enhanced public participation at Council
 - Municipal App
- Examples of Existing work with alignment:
 - Engage.modl.ca
 - Municipal Matters



New Projects & Constraints

- Unlimited Demand – Limited Resources
- Staff prepare operating & Capital budget plans based on:
 - 1) Existing programs, services, and initiatives;
 - 2) New projects identified in this report;
 - 3) The recreation projects that will be addressed at the upcoming special meeting of Council; and
 - 4) The options listed in the upcoming communications & engagement report.

Final opportunity for meaningful addition to 25/26 budget discussion



Climate Change Action

- Recommended option
 - Adopt as lens for decision-making
- Alternatives (not recommended)
 - Re-consider and add as a 5th priority area
 - Reconsider decision to declare climate emergency/adopt climate action plan



Lenses for evaluating new initiatives

- Strategic Focus
- Finances/Budget
- Sustainability/Climate Change
- IDEA@MODL
- Strategic Communications



Public Engagement

- Public session & Survey to gather public feedback on the draft statements
- Lead into budget engagement
 - Engage.modl.ca page
 - Public presentation & livestreaming of budget materials
 - Modified and expanded public input sections



Proposed Motions

- 1) Move that Council adopt, in draft form, the Strategic Priorities as presented;
- 2) Move that Council adopt the following lenses for evaluating projects and proposals in 2025/26:
 - a. Strategic Alignment
 - b. Financial/budget
 - c. Climate Change & Sustainability
 - d. Equity, Inclusion, Diversity and Accessibility
 - e. Strategic Communications;
- 3) Direct staff to proceed with a public engagement event to gather feedback on the draft priorities and launch the 2025/26 Municipal Budget Engagement work.



Communication and Engagement



January 2025

Agenda

- Background
- Public Engagement
- Public Communication
- Council meetings & processes



Background

In 2017, the District adopted a Strategic Communications Plan which establishes the Municipality's approach to communications and public engagement.



Public Engagement

Public engagement is a way to gather input from citizens. It results in better decision-making.

It takes different forms, depending on the potential for public influence on a decision.

Makes use of a variety of tools and techniques to generate public input, and, in some cases, build consensus and reach agreement.

- Public Engagement Strategy
- Public Engagement Policy
- Citizens Guide to Public Engagement



Current Engagement

- Engage.modl.ca
- Facebook comments
- Stakeholder interviews
- Open houses
- Councillor feedback
- Public meetings
- Public hearings
- Public Input or presentations during Council
- Workshops
- Virtual meetings
- Elections
- Pop-ups
- Surveys

The District also uses Citizen Advisory Committees and management agreements with non-profit groups to help involve residents in the full array of municipal decisions:

Advisory Committees

- Saw Pit Wharf
- Miller Point Peace Park
- Indian Path Commons
- Church Lake Advisory Committee
- Sherbrooke Lake Advisory Committee
- Police Advisory Board
- Fire and Emergency Services Board
- Planning Advisory Committee
- Area Advisory Committees

Groups with management agreements

- United Communities Marine Park Society
- Pinegrove Outdoor Play Association
- Petite Riviere Community Park Association
- Chelsea United Baptist Church (Molega Lake Park)



Engagement with Council

- Council member constituency work
- Public input section of agenda
- Scheduled presentations
- Public hearings
- Advisory & management committees



Options for Improved Public Engagement

1. Establish a standard criteria for when the municipality will embark on public engagement, resulting in a standardized increase the number of projects that include a public engagement element.
2. Expand the diversity of engagement activities for each project (e.g., incorporating pop-ups, stakeholder interviews, online platforms, and in-person events like Council in the Community).
3. Hold multiple events per project (e.g., 4-5 open houses instead of just one or two).
4. Experiment with innovative engagement activities:
 - a) Virtual Engagement Room
 - b) Councillor Drop-In Sessions
 - c) Lunch with the Mayor
 - d) Large-Scale Interactive Public Installations
 - e) 'Host Your Own' Engagement Packages



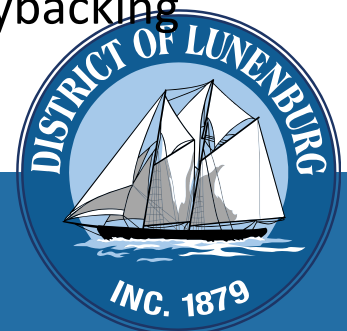
Public Communications

- Monthly email newsletter (District of Lunenburg Digest)
- modl.ca
- Facebook
- Municipal Matters (mailed to all residents quarterly)
- Monthly article in the South Shore Breaker
- Deep dive into projects on Engage.modl.ca
- Print newspaper ads
- Radio ads
- News releases to media
- Open houses
- Public meetings
- Public hearings
- Pop-ups
- Attending community events
- Direct mail
- Message on the tax bill
- Media relations
- Event organization
 - Parades, flag-raising, proclamations
- Educational initiatives (e.g. Ticks, Fire recruitment)



Options for Improved Public Communication

1. Increase the number of projects and issues we proactively communicate about.
2. Increase the frequency of communication about projects.
3. Increase the use of bulk mail or targeted direct mail to inform residents of projects, initiatives, or consultation opportunities.
4. Increase the advertising spend to broaden the reach of the communication efforts.
5. Explore innovative communication activities:
 - a) District of Lunenburg App
 - b) Improved Community Storytelling
 - c) Set up Information Centres
 - d) Increased Use of Pop Ups, Information Sessions, and Piggybacking



Council Meetings & Procedures

- Recent enhancements:
 - Enhanced public input at meetings
 - Livestreaming
- Potential enhancements
 - Evening Council Meeting
 - Council in the Community



Resources

- 1 FTE
- Existing Budget:
 - \$30K – Municipal Matters (print & delivery)
 - \$28K – software (e.g. websites, licenses)
 - \$26K – general advertising, incl. direct mail
 - \$3,000 to mail an unaddressed brochure/postcard to all residents
 - \$7,000 to mail an unaddressed letter in envelope to all residents
 - \$13,000 to mail a personalised addressed letter in envelope
 - \$20K (up to) - project specific engagement
 - \$25K – Lyme & Fire R&R promotions



Next Steps

Staff will prepare a revised Strategic Public Engagement & Communications Plan based on the discussion today for the Committee's consideration.

To move forward with the revised Strategic Public Engagement & Communications Plan, Council should consider prioritizing investments in staffing and budget allocations through their upcoming budget deliberations to ensure the Communications Department is adequately resourced.

