



**Atlantic Mayor's Congress**  
Moncton, New Brunswick  
October 18-20, 2017

**8:30 a.m., Friday, October 20, 2017**  
Venn Centre (735 Main St., suite 201)

- Attendees:** Mayor Dawn Arnold, City of Moncton (Chair)  
Mayor David Kogon, Town of Amherst, NS (day 2 only)  
Warden Timothy Habinski, Annapolis County  
Mayor Cecil Clark, Cape Breton Regional Municipality  
Mayor Clifford Lee, City of Charlottetown  
Mayor Christine Blair, Colchester County  
Mayor Mike O'Brien, City of Fredericton  
Mayor Adam Lordon, City of Miramichi  
Mayor Nancy Dicks, Town of New Glasgow  
Mayor Bill Martin, City of Summerside  
Mayor Bill Mills, Town of Truro  
Mayor Anna Allen, Town of Windsor  
Mayor Jeff Cantwell, Town of Wolfville  
Mayor Pam Mood, Town of Yarmouth  
Ms. Lisa MacDonald, Town of New Glasgow, CAO  
Mr. Brock Carleton, Federation of Canadian Municipalities  
Mr. Bruce MacDougall, Federation of Prince-Edward-Island Municipalities  
Mr. Tony Keats, Municipalities of Newfoundland & Labrador  
Mr. Art Slipp, Union of Municipalities of New Brunswick  
Mr. Geoff Stewart, Union of Nova Scotia Municipalities  
Mr. Matt Kerrigan, Atlantic Mayors' Congress
- Regrets:** Mayor Stephanie Anglehart-Paulin, City of Campbellton  
Mayor Mike Savage, Halifax Regional Municipality  
Mayor Carolyn Bolivar-Getson, District of Lunenburg  
Mayor Don Darling, City of Saint John  
Mayor Jacques LeBlanc, Town of Shediac

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## MINUTES

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### **Communication in a time of crisis – Moncton and June 4**

- Isabelle LeBlanc, Director of Communications, City of Moncton
- Eric Arsenault – Moncton Fire Chief – Director EMO

Chief Eric Arsenault of the Moncton Fire Department/Director of Emergency Measures Operations and Isabelle LeBlanc, Director of Communications, provided a presentation on communication in a time of crisis providing an overview of how Moncton communicated during the June 4, 2014 incident where three RCMP officers were fatally wounded, two others were injured and portions of the city were on lockdown until the shooter was apprehended. A copy of the presentation is attached to these minutes as Appendix "6".

Highlights of the presented included:

- Chronology of events
- How communication was handled during crisis
  - City there to support RCMP
  - Mayor was official spokesperson
  - Social media frenzy—press conference to provide credible information to residents
- Lessons learned
  - Know your role
  - Use all resources
  - Know your audience
  - Monitor online chatter
  - Release timely and relevant information
  - Use team's talents effectively & recruit outside assistance if necessary
- Assistance with funeral
- Community healing/recovery and need to reclaim neighbourhood

**World Health Organization – Global Network of Age-Friendly Cities and Communities—Getting Designated.**

- Jocelyn Cohoon, Director of Leisure Services, City of Moncton

Jocelyn Cohoon provided an overview of how Moncton had been designated as an age-friendly community by both the World Health Organization's Global Network of Age-Friendly Communities and the New Brunswick Age-Friendly Community Recognition Program. A copy of her presentation is attached to these minutes As Appendix "7". Highlights of the presentation include:

- Historical information
- Collaboration with municipal departments
- Consultation with seniors
- Development of Age-Friendly Community Action Plan and its components

The following questions/comments were raised:

- In response to a question by Mayor Anna Allen from the Town of Windsor regarding how many seniors were involved, Ms. Cohoon responded that the Mayor's Seniors Advisory Committee has 12 seniors and that seniors also sit on many of the City's boards and committees. Some members of the Seniors Advisory Committee sit on other boards as liaisons.
- Has the designation brought value to Moncton? Ms. Cohoon explained that the designation lends credibility and helps when you go back to a department to get things done.
- Any fear that designation will mean community is a designation for seniors and younger generation would be hesitant to locate in Moncton? Ms. Cohoon advised that Moncton has a good balance of youth and seniors. The City's Social Inclusion Plan ensures all residents are included.

**Retaining Young Professionals – Two Perspectives**

- Patrick Richard, Hub City Young Professionals
- Jennifer Henry, Hub City Young Professionals
- Lauren Sears, Placemaking 4G
- Matt Thomson, Placemaking 4G

Hub City Young Professionals

Patrick Richard and Jennifer Henry of the Hub City Young Professionals made a presentation on their organization. A copy of their presentation is attached to the minutes as Appendix "8". Some of the highlights include:

- Definition of "young professional" not defined.
- Wanted to find people/businesses interested in helping young professionals
- Mission to create business and social networking opportunities for all of Greater Moncton's young professionals, young business owners and young entrepreneurs
- Connection between networking and retention
- Monthly events held at different locations with guest speakers
  - Participants know they are there to network
  - Participants not comfortable in other settings (i.e. Chamber of Commerce events with entire business/professional community)
  - Interest expressed by diverse group (students, dishwashers, etc.) everyone welcome
  - Need to change perception and make community more inclusive

Mayor Adam Lordon advised that Miramichi has a group called My Pie. Provides an outlet and support system for younger people in the community. Lessons and challenges are similar.

Mayor Nancy Dicks of New Glasgow indicated that they have a group called Pulse Pictou County.

Placemaking 4G

Lauren Steeves and Matt Thompson made a presentation on Placemaking 4G. A copy of their presentation is attached to these minutes as Appendix "9". Highlights include:

- Placemaking 4G (P4G) is a unique, first of its kind social enterprise striving to fulfill needs on multiple levels while actively investing finances and resources into communities in order to maximize positive and long lasting economic impact.
- Specialize in finding young talent
- Succession planning
- Currently finalizing process with Board of Directors
- Consultation with communities

**Round Table Rapid Fire – What's New in your Municipality**

Mayor Dawn Arnold facilitated the roundtable rapid fire session and explained that she would be using a timer providing participants each one minute to list their top highlights in their community.

Art Slipp (Union of Municipalities of New Brunswick)

- Both UMN and Cities of New Brunswick Association are in the process of leadership change.
- Waiting for regulation changes in Community Planning Act and Municipalities Act.

Bruce MacDougall (Federation of Prince-Edward-Island Municipalities)

- New Municipalities Act in spring
- New revenue sharing formula
- Meeting with Minister of Municipal Affairs-have semi-annual meeting and can share comments regarding revenue sharing of sale of recreational cannabis

Mayor Mike O'Brien (City of Fredericton)

- Giving State of the City in a few weeks
- Biggest thing taking time is urban sprawl development and how to deal with it (use of facilities without paying for services through taxes)

Mayor Bill Martin (City of Summerside)

- Opened \$4 million Inspire Learning Centre/Library
- Former library will be developed into a brew pub
- Plan to open Science & Discovery Centre
- Looking to convert most of an entire city block into a 48 unit affordable housing development
- 16 megawatt solar garden

Mayor Anna Allen (Town of Windsor)

- Closed Main St. for three months, survived very well
- Waiting to hear about Hockey Heritage Centre
- New brewery

Warden Timothy Habinski (Annapolis County)

- Welcomed Chinese students and business sector this summer (Brings \$700,000- \$ 1 million in economic development)
- Internet project almost about to be rolled out
- Developers from Europe interested because of internet speed

Tony Keats (Municipalities of Newfoundland and Labrador)

- Encourage people to get involved in upcoming election

Mayor Adam Lordon (City of Miramichi)

- Showed tourism video prepared

Mayor Christine Blair (Colchester County)

- Last year redefined vision
- Business park finished-rebranded looking at new businesses coming
- Updating airport new navigational/weather Centre
- Palliser property in centre of county to be used as interpretative centre, funding needed, project will be done incrementally with underground infrastructure and washrooms being done this year

Mayor Jeff Cantwell (Town of Wolfville)

- Wine bus
- Tourism good this year
- New craft brewery being developed in old United Church
- Rail trail opened from Annapolis Valley to Grand Pre
- Creation of Facebook page

Mayor Cecil Clark (Cape Breton Regional Municipality)

- Expansion of terminal for cruise ships (\$20 million) will double capacity—Benefit for all Atlantic Canada
- Need to talk about tourism and infrastructure needed—not a competition with each other
  - Would like to have item added to future agenda

Mayor Nancy Dicks (Town of New Glasgow)

- Completed water treatment plant (\$5.2 million) two of three water and wastewater projects 75% funding provided
- Pictou County Wellness Centre transitioning management
- Farmers Market great success

Mayor David Kogon (Town of Amherst)

- Pursuing net zero energy
- Partnering with Halifax for wind, tidal and geo-thermal project
- Downtown more vibrant with new businesses
- Horticulturalist created pleasing environment
- Working with writer to promote Amherst Mystery
- New brewery
- Looking for new Business Development Officer

Mayor Clifford Lee (City of Charlottetown)

- Completed three water and sewer projects (no more combined water and sewer system)
- Completed new water system—should be on line by end of the year
- Expansion of wastewater treatment plant
- Signed agreement with Charlottetown and Stratford. Charlottetown to provide regional wastewater treatment

**OTHER**

- Next meeting in Windsor, Nova Scotia (try to avoid FCM and Regional Association meetings)
  - Suggested dates April 18<sup>th</sup> or 25<sup>th</sup>
  - Send agenda items to Matt Kerrigan and/or Mayor Anna Allen
    - Tourism

**CLOSING REMARKS**

Mayor Dawn Arnold thanked everyone for attending.

Meeting adjourned at approximately 11:30 a.m.