



**Town of Amherst
Committee of the Whole**

Date: **Monday, September 10, 2018**
Time: **4:00 pm**
Location: **Council Chambers, Town Hall**

Pages

1. **Call to Order**
 2. **In Camera**
 - 2.1 **MGA 22(2)(e) - Contract Negotiations**
 - 2.2 **MGA 22(2)(a) - Acquisition of Municipal Property**
 - 2.3 **MGA 22(2)(c) - Personnel Matter**
 - 2.4 **MGA 22(2)(e) - Contract Negotiations**
 - 2.5 **MGA 22(2)(e) - Contract Negotiations**
 3. **Council Direction Requests**
 - 3.1 **Community Support Grants Policy** 1 - 14
 - 3.2 **Request to Present - SOAR** 15 - 16
 4. **Adjournment**
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COMMITTEE OF THE WHOLE

CDR# 2018119

Date: September 10, 2018

TO: Mayor Kogon and Members of Council

SUBMITTED BY: Bill Schurman, Director of Recreation

DATE: September 10, 2018

SUBJECT: 'A' Fresh Start Initiative – Community Support Grants Policy 72000-08

ORIGIN: Every year the Town receives more grant requests than it can fund. The purpose of this policy is to establish equitable guidelines for the distribution of limited amounts of funds to non-profit and charitable organizations in the community in a manner approved by Council.

LEGISLATIVE AUTHORITY: Authority is provided under Section 65, *Municipal Government Act*, as amended.

RECOMMENDATION: It is recommended that the Community Support Grants Policy, 72000-08 be referred to the September 24, 2018 Regular Council meeting for approval.

BACKGROUND: Council directed the Recreation Department to oversee the implementation of the "A" Fresh Start Initiative, which is aimed at encouraging organizations/individuals to develop new events within the Town of Amherst or enhance existing ones. The initiative would provide enhanced community support grants to the selected organizations/individuals.

Since then a news release on the initiative has been released and a committee, consisting of CAO Greg Herrett, CFO Shelley Rector, Recreation Director Bill Schurman and Culture and Marketing Coordinator Jennifer Bickerton, has met to set guidelines for the first "A" Fresh Start Initiative.

DISCUSSION: The total amount of community support grants available is up to \$17,500 this term. To qualify for the grant, the money sought by an organization/individual must be used for creative new events within the town, or major enhancements to an existing event. Organizations/individuals seeking a grant must be prepared to make a 10-minute presentation to the general public in October explaining why their event should receive a community support grant, how much money the project requires and how it will be spent. Members of the general public attending the October event, provided they are 16 years of age or older and have purchased a ballot for \$2, will get to vote on the quality of the presentation made by the organization/individual. (Note 1: It would be preferred that registered organizations apply for this grant, but non-registered groups or individuals may also apply.) (Note 2: The money raised through the purchase of the ballots will be donated to a charity of Amherst Town Council's choice.) The event for which a grant is sought must be completed by March 31, 2019.



Applications can be found online at amherst.ca or at Town Hall, located at 98 Victoria St., Amherst.

Applications will be accepted at Town Hall between September 5 and September 28. The committee will present the Top 5 applications to Council on or around October 1. The Top 5 applications will then be made public and a meeting to hear the presentations will be held at the Community Credit Union Business Innovation Centre on October 25, beginning at 6:30 p.m., with the results of the public vote regarding the quality of the presentation to Amherst Town Council on October 25. Council will then immediately hold a special Council meeting in order to determine the final placing of each organization/individual after considering the results from the presentation vote and other factors. The first-place finisher will be awarded up to \$8,000, second place up to \$4,500, third up to \$3,000, fourth up to \$1,250 and fifth up to \$750. Those receiving grants will receive 80 per cent of the funds in advance and the final 20 per cent upon receipt of a report that must be presented to the Town following the completion of the event. Those receiving grants agree the Town of Amherst will be recognized on any advertisement as a partner of the event and that copies of those advertisements will be provided to the Town.

FINANCIAL IMPLICATIONS: A maximum annual allocation of \$35,000 will be granted.

COMMUNITY ENGAGEMENT: A public meeting to hear the presentations of the Top 5 applicants will be advertised for October 25, 2018.

ENVIRONMENTAL IMPLICATIONS: There are no environment implications.

ALTERNATIVES: Council may choose not to approve these changes to the Community Support Grants Policy, 72000-08.

ATTACHMENTS:

1. Community Support Grants Policy, 72000-08
2. Memo – ‘A’ Fresh Start Initiative
3. ‘A’ Fresh Start Application

Report prepared by: Bill Schurman, Director of Recreation
Report and Financial approved by:

MEMO

From: Recreation Department

To: Amherst Town Council

Date: 13 August 2018 (Revised August 31, 2018)

Re: "A" Fresh Start Initiative

Background

Council directed the Recreation Department to oversee the implementation of the "A" Fresh Start Initiative, which is aimed at encouraging organizations/individuals to develop new events within the Town of Amherst or enhance existing ones. The initiative would provide enhanced community support grants to the selected organizations/individuals.

Since then a news release on the initiative has been released and a committee, consisting of CAO Greg Herrett, CFO Shelley Rector, Recreation Director Bill Schurman and Culture and Marketing Coordinator Jennifer Bickerton, has met to set guidelines for the first "A" Fresh Start Initiative.

Inaugural "A" Fresh Start Initiative

The committee recommends:

- The total amount of community support grants available is up to \$17,500.
- To qualify for the grant, the money sought by an organization/individual must be used for creative new events within the town, or major enhancements to an existing event.
- Organizations/individuals seeking a grant must be prepared to make a 10-minute presentation to the general public in October explaining why their event should receive a community support grant, how much money the project requires and how it will be spent.
- Members of the general public attending the October event, provided they are 16 years of age or older and have purchased a ballot for \$2, will get to vote on the ranking in which the awards should be granted to the organization/individual. (Note 1: It would be preferred that registered organizations apply for this grant, but non-registered groups or individuals may also apply.) (Note 2: The money raised through the purchase of the ballots will be donated to a charity of Amherst Town council's choice.)
- The event for which a grant is sought must be completed by March 31, 2019.
- Applications can be found online at amherst.ca or at town hall, located at 98 Victoria St., Amherst.
- Applications describing the organization/individual seeking the grant as well as a contact person, email, phone number and address; the details of the event, a budget and the funding requested will be accepted at town hall between 8:30 a.m. Sept. 5 and 4:30 p.m. Sept. 24. All applications should be addressed to: "A" Fresh Start, c/o Amherst Recreation Department.
- The applications will be reviewed by a committee consisting of CAO Greg Herrett, CFO Shelley Rector, Recreation Director Bill Schurman and Culture and Marketing Coordinator Jennifer Bickerton.
- The committee will present the Top 5 applications to council on or around Oct. 1.

- The Top 5 applications will then be made public and it will be advertised that the public meeting to hear the presentations will be held at the Community Credit Union Business Innovation Centre on Oct. 25, beginning at 6:30 p.m.
- The results of the public vote will be presented to Amherst Town Council on Oct. 25. Council will then immediately hold a special council session in order to determine the final placing of each organization/individual. Council has the final say on the determination of the order of finish.
- The first-place finisher will be awarded up to \$8,000, second place up to \$4,500, third up to \$3,000, fourth up to \$1,250 and fifth up to \$750.
- Those receiving grants will receive 80 per cent of the funds up front and the final 20 per cent upon receipt of a report that must be presented to the town following the completion of the event.
- Those receiving grants agree the Town of Amherst will be recognized on any advertisement as a partner of the event and that copies of those advertisements will be provided to the town.

DEPARTMENT: ALL TOWN DEPARTMENTS

TITLE: **COMMUNITY SUPPORT GRANTS POLICY**

Minutes reference date: 23 September 2013 27 October 2014 21 May 2015 25 June 2018

POLICY STATEMENT:

1. Amherst Town Council directs the operation of the Town through its approved policies. Every year the Town receives more grant requests than it can fund. The purpose of this policy is to establish equitable guidelines for the distribution of limited amounts of funds to non-profit and charitable organizations in the community in a manner approved by Council. It is not the intent of this policy to fund activities of organizations that are clearly within the mandate of the Government of Nova Scotia or the Government of Canada (e.g. health, social services, housing).
2. This program does not govern the following, which are separately administered:
 - * Tax Exemption for Non-Profit Organizations (full and partial tax exemption by-laws);
 - * Residential Property Tax Rebates (low-income homeowners).

AUTHORITY

3. Authority is provided under Section 65, *Municipal Government Act*, as amended.

APPLICATIONS FOR ASSISTANCE

4. All grant applications shall normally be submitted on the form provided by the Town. The Town of Amherst will not consider requests received as part of general (mass) mailing or telemarketing campaigns. Applications will be considered from groups that have had satisfied conditions and obligations from previous grants awarded to them and provided sufficient proof of their non-profit status. Funding applications will not be considered from the following:
 - ✓ Businesses
 - ✓ Hospitals, medical programs, treatment services or social services programs.
 - ✓ School Boards or quasi government organizations
 - ✓ Non-profit organizations for the purpose of funding accumulated deficits.
 - ✓ Any organization for the purpose of fund raising to distribute to other organizations/individuals
 - ✓ Organizations with political affiliations

Funding will not normally be provided to religious organizations where services include the promotion or required adherence to a particular belief.

Funding will also not normally be provided to fund raising campaigns of national charitable organizations.

Applicants are encouraged to submit applications to the Town of Amherst by March 1st^t in order to address the schedule under the Towns budget process.

SPECIAL CONSIDERATION

5. The current level of financial support to the Amherst Food Assistance Network, Cumberland Early Intervention Program, Sexual Health Centre for Cumberland County and Cumberland County Transition House (Autumn House), Senior's Safety Advisory Committee and Cumberland County Museum will be continued. Further applications requesting financial assistance in this category will not be considered. All organizations receiving financial assistance must annually file financial statements with the Town. Failure to do so will result in future funding being suspended.

POLICY COMPONENTS

6. A) **"A" Fresh Start**

See Appendix A – Maximum annual allocation \$17,500

B) **Recreation and Physical Activity Grants and Assistance**

(1) **Direct Recreation Programming Support**

Amounts may be appropriated under this program only when the organization provides an organized recreational opportunity through an organization recognized and registered with its relevant provincial umbrella organization. Support currently provided to the following organizations will be continued:

- Fundy Youth Soccer Association (Payment of Property Taxes)
- The current funding for Amherst Little League will continue and be included in our operations budget each year under Program Youth.
- The current funding for Amherst T-ball will continue and be included in our operations budget each year under Program Youth.

(2) **Financial Assistance to Teams Traveling to Provincial, National and International Competition**

Amounts may be appropriated under this program only when the team or individual applying meets the following applicable criteria:

- The team/individual has been successful at a regional qualifying competition recognized by its relevant provincial or national umbrella organization (e.g. Hockey Nova Scotia or Skate Canada).

- The team is located in the Town of Amherst and is considered by the provincial or national umbrella organization to be the home for the team.
- Individuals playing for an Amherst Team do not qualify for funding support. Only the team qualifies to apply for funding.
- The individual is competing as an individual and has their principal residence in the Town of Amherst.

Maximum funding considered under this component will be \$500.00 for a team and \$250 for an Individual.

(3) Financial Assistance for hosting Invitational, Provincial and National Tournaments.

An organization or team hosting an Invitational Tournament in the Town of Amherst qualify for funding support under this policy.

Maximum funding considered will be \$250.00 for the host team or organization.

Organizations who have successfully applied to host a Provincial or National Tournament in the Town of Amherst qualify for funding under this policy.

Maximum funding considered will be \$500.00 for the host organization.

C) Festivals and Events Grants

1. The Town of Amherst recognizes that local festivals and events are an integral part of life in Amherst. The Town wants to encourage and support organizations that successfully organize and facilitate these events. It is recognized that there are many requirements to be successful, ranging from the financial capacity of the organizing body to facility requirements. Through this policy, the Town of Amherst will provide support to organizing bodies who demonstrate that their event or festival garners broad community support, significant participation up to 1000 people, and provides a unique experience not duplicated by other ongoing events, festivals or activities. The Town of Amherst will consider requests for financial assistance submitted.

Maximum funding considered under this component will be \$500.00

2. Major events and festivals in the community are designed to stimulate public participation and enhance the quality of life for our residents, while serving as an economic generator for the Town. These events will draw spectators from the Maritimes, nationally or internationally and increases the profile of our community. These events must be a minimum of three days in length and must be affiliated with a local community non-profit organization.

Maximum funding considered under this component will be determined by council upon reviewing the proposal and recommendations from staff.

EVALUATION CRITERIA for Festivals and Events Grants

Applications being considered for funding will be evaluated on the following criteria.

- a) Financial Need (20%)
 - a. Need for direct financial assistance from the Town is identified.
 - b. Other fund raising efforts identified and sources confirmed.
- b) Economic Impact (15%)
 - a. The event or activity promotes economic activity in the community
 - b. The event or activity positions the town to be destination for visitors.
 - c. Direct economic impact identified. (revenues generated by event; hotel rooms sold; local vendors utilized; volunteers mobilized; local purchased made; etc.
- c) Value of Event or Activity (50%)
 - a. Uniqueness of the experience to the community and is not a duplication of other activities.
 - b. Potential of audience numbers and participation levels (planned success levels)
 - c. Potential of event to become an annual marquis event.
 - d. Ability for the event or activity to become self-sufficient with little or no financial assistance from the Town.
- d) Organizational Strength (15%)
 - a. Strong and committed leadership with a clear focus
 - b. Proposals, budgets and action plans are clear, organize and well developed

Only applications scoring in excess of 60% will be considered for funding.

Authority of the Chief Administrative Officer

The Chief Administrative Officer (CAO) may approve applications submitted under this sections 6 B (1, 2 & 3) and 6 C (1) of this policy that are \$500 and less, provided such applications qualify in accordance with this policy and fall within the thresholds established. Council will be notified by email upon approval of each application and a media release will be issued to communicate the support provided by the town under the application. A list of applications approved will be provided to Council quarterly. (March, June, September and December)

GENERAL CONDITIONS

8. a) Applications received after the March 1st deadline are considered late. Late applications are reviewed only after the regular review. Each year the Town receives more applications than it can fund, so it is important for applications to be on time and contain the correct information.
- b) Awards are announced after the Town's budget has been approved (usually in May).
- c) Successful proponents shall agree for the Town to arrange a presentation of the community support grant with the media present and for the Town to use any photo images, videos or stories related to the community support grant in other forms of media as the Town deems fit.
- d) **An applicant must be a registered non-profit organization or charitable society. Part of the review process includes confirmation of registration by municipal staff.**
- e) Only one application per organization may be submitted in each funding year.
- f) Grants are not awarded for salary/wages of staff positions or board honoraria.
- g) Grant applications should be able to demonstrate active fundraising efforts to support the continuation of a program, project or service.
- h) Grants may be awarded with certain terms and conditions. The letter of award will state if any particular restrictions apply to the grant. Funding may be revoked for failure to comply with terms and conditions.
- i) Awards may be issued in full (the usual practice) or can be paid in instalments. The letter of award will state if a holdback applies to the grant.
- j) In rare circumstances, an applicant's eligibility may be suspended for a specified time period for misappropriation of funds, failure to report, or misrepresentation.
- k) At the end of a project or the organization's year-end, grant recipients **must** submit a report and/or financial statement to the Town

Appendix A – “A” FRESH START – Maximum Annual Allocation \$35,000

This money would be granted in a program called “A” Fresh Start- Community Initiative. This program would be twice per year, with up to \$17,500 available each time. The process would be administered, and events convened, by the Amherst Recreation Department.

(1) Applications

- (a) Organizations may apply; up to twice per year.
- (b) Organizations may only be chosen once a year
- (c) Application Deadlines
 - (i) April 1st for first public voting- in June
 - (ii) August 1st for second public voting- in October.

(2) Qualifying applications

- (a) In order to qualify the presentation, idea, or use of the money must be for creative, new events or initiatives or that enhance current programs. For example: a new cultural play, new event, festival, fundraising event with funds going back into Amherst and area, or new enhancement to an existing service or event.
- (b) Normal ongoing operations of an organization do not qualify.

(3) Selection Process

- (a) All qualifying applicants, are eligible to be one of 5 FINALISTS reviewed by a staff committee and approved by Council at both the May and the September council meetings.
- (b) The 5 selected are required to present at the public event in June and October.

(4) Presentations

- (a) The public meeting would be for 1 ½ hours from 7pm- 8:30 pm- June and October at the Community Credit Union Business Innovation Centre.
- (b) All presenters and public are welcomed to attend.
- (c) Those persons 16 years of age and over will be charged a \$2.00 fee at the door and will receive a ballot to vote.
- (d) The door proceeds will be donated to a local charity
- (e) Selected applicants are required to make presentations of 10 minutes each.

(5) Decision making

- (a) After all presentations are complete, members of the public who have paid for a ballot at the door will vote to rank the quality of the presentation.
- (b) Council will review the applications immediately following the public event, taking into consideration the results of the presentation vote and other factors, and determine by vote final decision on funding to be allocated to the final 5.

(c) Awards

- (i) Up to \$17,500.00 to be awarded, but all 5 chosen get an award- the money at the door is donated to charity.
 - 1. Public vote on top 5– council then votes on final ranking of all 5.
 - a. 1st place- Up to \$8,000.00
 - b. 2nd place- Up to \$4,500.00
 - c. 3rd place- Up to \$3,000.00
 - d. 4th place- Up to \$1,250.00
 - e. 5th place- Up to \$750.00
- (6) Other
 - (a) Where applicable While voting is going on- previous winner makes a presentation on how they spent the money for their cause.
- (7) Transition – As 2018/19 is the initial year of the program there will only be a fall event in the 2018/19 fiscal year.

Date: _____

REQUEST FOR FINANCIAL SUPPORT

1. ORGANIZATION INFORMATION:

Name of Organization: _____

Full Mailing Address: _____

Contact Person: _____

Email Address: _____

Telephone: _____

2. AMOUNT OF FUNDING ASSISTANCE BEING REQUESTED \$ _____

3. What is the purpose for the funding requested? (Community Event; Tournament - Provincial / National / Invitational; Festival, etc.)

4. Please attach a budget for the tournament, event or activity; include sources of revenue and ALL costs. **Please attach all documents that support the funding request.**

5. What are the expected benefits to the community? (event participation numbers; local, regional, provincial or national attraction; time span; community assets being used; support from business community)

6. Please list all funding sources and/or other community partners for this event:

NAME	FUNDING IF ANY

7. How many volunteers contribute to this event or festival: _____





“A” Fresh Start

Community Support Grant Program

“A” Fresh Start is a new initiative that provides enhanced community support grant opportunities to organizations/individuals. To qualify for this grant, the money requested by an organization/individual must be used for creative new ideas or events within the town, or major enhancements to an existing event. Applications will be available Sept. 5th 8:30am through Sept. 24th 4:30pm. Events must be held by March 31st 2019.

Following “A” Fresh Start application deadline, a Committee within the Town will review the applications and will recommend the top 5 applications to council on Oct. 1, 2018. Organizations/individuals selected in the top 5 must be prepared to make a 10-minute presentation to the general public on October 25th 6:30pm at the Community Credit Union Business Innovation Centre, explaining why their event should receive a community support grant. Members of the public (16 & over) in attendance must purchase a vote ballot in the amount of \$2.00, with all proceeds being donated to charity. The public voting process will determine a ranking of the presentations that will be reviewed by council on immediately following the presentations October 25th. Final standings and financial award amounts will be determined by council after considering the results of the public vote on presentation quality and other factors. The first-place finisher will be eligible to receive up to \$8000, second place up to \$4500, third up to \$3000, fourth up to \$1250 and fifth up to \$750. Those receiving grants will receive 80% of the funding granted in advance of their event with the remaining 20% issued after completed a final report that must be presented to the Town following the completion of the Event. The Town of Amherst will be



recognized on any advertisement as a partner of the event and copies of all advertisements will be provided to the town.

MEMORANDUM

TO: Mayor Kogon and Members of Council

FROM: Gregory D. Herrett, CPA, CA
Chief Administrative Officer

DATE: September 10, 2018

SUBJECT: SOAR Presentation to Council Request

Staff have been contacted by Linda Cloney on behalf of the Soar Community Health Board to give a presentation to Council. A copy of the letter is attached.

In accordance with Policy 10350-24 Proceedings of Council Policy, I am seeking Council's direction on whether it may be interested in such a presentation. Should Council have an interest I will proceed to arrange for a presentation at a future meeting.



June 26, 2018

Mayor David Kogon & Town Council
Town of Amherst
98 East Victoria St.
Amherst, NS
B4H 1X6

Dear Mayor Kogon & Members of Town Council,

Oral Health has been a priority of three Cumberland County Community Health Boards (CHBs) for many years with the Springhill Oxford Amherst and Region (SOAR) CHB being the first to get involved by distributing oral health information/care packages at River Hebert Elementary School. Although considered to be part of our general health, and the link between oral health and overall health being well documented, the coverages available through our provincial health coverage (MSI) are limited to those 14 years of age and younger.

Early Childhood Caries (ECC) - defined as the decay in any primary teeth - is the most common chronic disease in childhood. It is five times more common than asthma and affects children six and under. ECC can be very painful affecting a child's ability to eat, sleep, socialize and concentrate.

In Canada, oral health disease accounts for 2.26 million lost school days per year and 4.15 million lost working days for adults. Poor oral health can affect our ability to perform regular daily tasks, ability to learn and can limit job opportunities.

Fluoride has been proven beneficial to our oral health and providing fluoride through municipal water systems is the most effective way to reduce ECC. A recent study has proven since fluoride was removed from the Calgary water system there has been a demonstrated increase in ECC.

<https://onlinelibrary.wiley.com/doi/abs/10.1111/cdoc.12215>

With all of this in mind and in light of our commitment to good oral health practices, the SOAR Community Health Board would like to request the opportunity to present information to Amherst Town Council at its September 2018 meeting. We are confident the background data and information we will share will provide Council valuable insight on oral health.

Sincerely

Linda Cloney
Co-Chair of the SOAR Community Health Board

Cumberland County's Community Health Boards
34 Prince Arthur St.
Amherst NS, B4H 1V6
Phone: (902) 397-0376 email colleen.dowe@nshealth.ca