

Regular Council Meeting

Minutes

Date of Meeting: Monday, October 27, 2014
Location: Council Chambers, Town Hall

Members Present: Councillor George Baker
 Councillor Frank Balcom
 Councillor Robert Bird
 Deputy Mayor Lisa Emery
 Councillor David March
 Councillor Terry Rhindress

Members Absent: Mayor Robert Small

Staff Present: Greg Herrett, CAO
 Jason MacDonald, Deputy CAO Operations
 Roger MacIsaac, Director CED
 Bill Schurman, Director Recreation
 Rebecca Purdy, Executive Assistant
 Kim Jones, HR

1. CALL TO ORDER

In Mayor Small's absence, Deputy Mayor Emery chaired the meeting. The Call to Order was at 7:00 PM.

2. MOMENT OF SILENCE IN HONOUR OF SLAIN SOLDIERS

In honour of recently slain Canadian soldiers, WO Patrice Vincent and Cpl Nathan Cirillo, Councillors and staff bowed their heads in a moment of silence.

3. O'CANADA

4. PRESENTATION

4.1. Frank Holland on behalf of Grise Fiord, Nunavut

Frank Holland, a former Amherst resident who moved to Nunavut a few years ago and is back in Nova Scotia on vacation, presented Council with a gift of art from the council of his community, Grise Fiord, Nunavut.

5. APPROVAL OF AGENDA/MINUTES

5.1. Approval of the Agenda

Moved By: Councillor George Baker
Seconded By: Councillor David March
 To approve the agenda as presented

Motion Carried

5.2. Approval of Minutes - September 22, 2014 Regular meeting

Moved By: Councillor Terry Rhindress
Seconded By: Councillor George Baker
 To approve the minutes of the September 22, 2014 regular meeting as circulated.

Motion Carried

6. REQUESTS FOR DECISION

6.1. Sign Rental Policy Amendment

Moved By: Councillor David March
Seconded By: Councillor Terry Rhindress
 That Council approves the proposed amendments to the Sign Rental Policy, #72300-08, to clarify the role of community groups in selling Stadium advertising

Moved By: Councillor George Baker
 Seconded By: Councillor Terry Rhindress
 That an amendment be made to the policy by adding "any other
 using organizations" to the second line after the heading "POLICY"

Amendment Carried
 Original Motion Carried with Amendment

TOWN OF AMHERST POLICY

NUMBER 72300-08

TITLE: SIGN RENTAL POLICY

Minutes Reference Date: 24 November 2003

Revised: 18 April 2009 27 October 2014

PURPOSE

To provide an opportunity for the Stadium, non-profit groups and organizations to raise monies by selling advertising in the Amherst Stadium.

POLICY

Cumberland County Minor Hockey Association, Amherst Skating Club, Amherst Jr. "A" Ramblers Hockey Team and any other using organizations will be allowed to sell advertising in the Amherst Stadium.

Dasher Boards (3 x 8 foot sign)

50% of the yearly rental shall be paid to the selling organization. The selling organization or advertiser must purchase sign kit material, at cost, from the Stadium to ensure that materials meet standards and safety requirements. Art work will be the responsibility of the advertiser.

Ice Surface Advertising

50% of the yearly rental shall be paid to the selling organization. The selling organization or advertiser must have signage prepared prior to September 1st. This will allow for planning and installation of said advertising while the ice is placed in the Stadium. Signage to be made from either onion paper or stencils, to allow for proper paint and design. Signs will be placed by Stadium staff.

Zamboni

50% of the yearly rental shall be paid to the selling organization. Only decals or magnetic signs are to be used. Cost of signage will be the responsibility of the advertiser and should be capable of withstanding 200° F water and cold rain, as the machine may be exposed to varying weather conditions when going outside the building or when being washed off with very hot water.

Drilling of holes in the Zamboni to attach signage will not be permitted.

Other signs

50% of the yearly rental shall be paid to the selling organizations for all other signs.

Exclusions

Scoreboard signage and all backlit signage will be excluded from this policy and these signs will be marketed directly by the Town of Amherst.

Terms and Conditions

- Any authorized agent who engages in the selling of advertising space within the Amherst Stadium must contact the Department of Recreation to ensure space availability prior to confirmation of the rental agreement with the client.
- Once availability is confirmed with staff, the authorized agent will advise the Department, in writing, of the sales commitment and confirm installation dates and billing contact information.
- Department of Recreation staff will arrange issuance an invoice directly to the customer and collect payments.
- At the conclusion of the each season, accounts will be reconciled and commissions will be credited to each organization for new sales and renewals of existing commissioned accounts.
- All art work will be the responsibility of the advertiser.
- All signs will be installed by Town of Amherst staff.
- The Town of Amherst staff reserve the right to refuse or remove any advertising that it deems unfit and portrays a negative image of the Town of Amherst, residents or business. Removal will be at the cost of the advertiser or selling organization.
- Rates for signage will be set annually under user fee policy number 03470.

6.2. Community Support Grants Policy

Moved By: Councillor Terry Rhindress

Seconded By: Councillor David March

That Council approves the proposed amendments to the Community Support Grants Policy, #72000-08, allowing improved service delivery of this program and maintaining the accountability that Council requires.

Motion Carried

TOWN OF AMHERST POLICY

NUMBER 72000-08

TITLE: COMMUNITY SUPPORT GRANTS POLICY

Minutes Reference Date: 27 September 2013

Revised: 27 October 2014

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.
 - ✓ 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 prior to January 31st if possible 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) will be continued. While the intent of the policy is not to fund social service type organizations, support to these projects will be continued. Further applications requesting financial assistance in this category will not be considered. Funding for 2014 in the amount of \$1000 and 2015 in the amount of \$500 for the Amherst Bantam Baseball Association will be confirmed under this policy through the annual budget process.

POLICY COMPONENTS

6. A) **Community Support Grants**
A Community Support Grant is a grant to fund a project, program or activity that provides support to:
 - Arts Culture and Heritage Activities
 - Youth
 - Seniors
 - Community Spirit and Wellness

Maximum funding considered under this component will be \$500 per request.

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

- (1)
- Indirect Recreation Programming Support
- (through reduced rental rates for Town-owned facilities):

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

- Cumberland County Minor Hockey Association
- Amherst Skating Club

- (2)
- 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.

- (3)
- 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.

- (4)
- 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**

- 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

- 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.

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EVALUATION CRITERIA

7. 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 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 January 31st 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) An applicant must be a registered non-profit organization or charitable society. Part of the review process includes confirmation of registration by municipal staff.
 - d) Only one application per organization can be submitted in each funding year.
 - e) Grants are not awarded for salary/wages of staff positions or board honoraria.
 - f) Grant applications should be able to demonstrate active fundraising efforts to support the continuation of a program, project or service.
 - g) 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.
 - h) 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.
 - i) In rare circumstances, an applicant's eligibility may be suspended for a specified time period for misappropriation of funds, failure to report, or misrepresentation.
 - j) 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

6.3. Infrastructure Rating System

Moved By: Councillor David March

Seconded By: Councillor George Baker

That Council approve the new Street Rating Policy, #31600-24 as recommended.

Motion Carried

PURPOSE:

To establish a rating system to properly manage capital investment in Town owned street assets.

POLICY STATEMENT:

The Town will utilize the PASER system to rate Town streets for capital investment purposes.

Each segment of every street will be rated according to the criteria contained within the PASER system on the following schedule:

- Arterial Streets Every 12 months
- Collector Streets Every 12 months
- Local Streets Every 24 months

All information collected will be maintained within the Town`s geographic information system.

The information collected will be used to guide staff and Council in preparing and maintaining a capital investment plan.

6.4. Funding Request Consolidation

Moved By: Councillor Frank Balcom

Seconded By: Councillor Robert Bird

That Council approves funding totaling \$1,125 to the following groups/organizations under the Town's Community Support Grants Policy:

- | | |
|--|-----------------|
| • Amherst & Area Tae Kwon-Do Parents Association | \$ 500 |
| • Amherst Rotary Club | 500 |
| • The Mother's Association of First Baptist Church | <u>125</u> |
| | \$ 1,125 |

Motion Carried

6.5. Solid Waste Bylaw Amendment

Moved By: Councillor Robert Bird

Seconded By: Councillor Frank Balcom

That Council make no change to Solid Waste Bylaw at this time.

Motion Carried

6.6. Stadium Score Board

Jordan Hunter, the youth responsible for entering Amherst in the Kraft Hockeyville Program which resulted in the \$25,000 award was in attendance and thanked Council for using the money toward the score board.

Moved By: Councillor David March

Seconded By: Councillor Terry Rhindress

That the proposal received from Rodney Enterprises Ltd. in the amount of \$50,840 plus HST for a centre ice score board with backlit advertising features for the Amherst Stadium be approved by Council and that the purchase be funded by the \$25,000 received through the Kraft Hockeyville Program and the balance coming from the operating reserve.

Motion Carried

7. INFORMATION / DISCUSSION ITEMS

7.1. Atlantic Waste Diversion Conference - Verbal Report

Councillor Baker attended this conference in Halifax in September. He provided a verbal report on some of the highlights of that conference.

8. INTERNAL COMMITTEE REPORTS

8.1. Planning Advisory Committee

Councillor March reviewed the report included in the agenda.

8.2. Amherst Youth Town Council

Councillor Balcom reviewed the report included in the agenda

8.3. Downtown Business Advisory Committee

Councillor March reviewed the report included in the agenda

8.4. Amherst 125 Committee

Councillor Balcom reviewed the report included in the agenda

9. EXTERNAL COMMITTEE REPORTS

9.1. Cumberland YMCA

Councillor Bird reviewed the report included in the agenda

9.2. Cumberland Joint Services Management Authority

Councillor Rhindress reviewed the report included in the agenda.

9.3. Municipal Alcohol Project - Verbal Report

Councillor Baker presented a verbal report on his first meeting of the Municipal Alcohol Project (MAP). Deputy Mayor Emery added information from the session she attended.

10. ADJOURNMENT

Prior to the adjournment, Deputy Mayor Emery commented on a number of events in the Town over the past couple of weeks, including the Fibre Arts Festival, Municipal Awareness Week, Small Business Week and Canadian Waste Reduction Week. She informed the media that a special meeting of Council will be held on October 30 to award the contract for construction of the new police facility. She reminded everyone that this weekend is the end of Daylight Saving - set your clocks back.

Moved By: Councillor Terry Rhindress

Seconded By: Councillor David March

To adjourn at 7:45 PM

Motion Carried

Gregory D. Herrett, CA
Town Clerk and CAO

Robert Small
Mayor